MAXIMIZING YOUR TOP LINE AND BOTTOM LINE
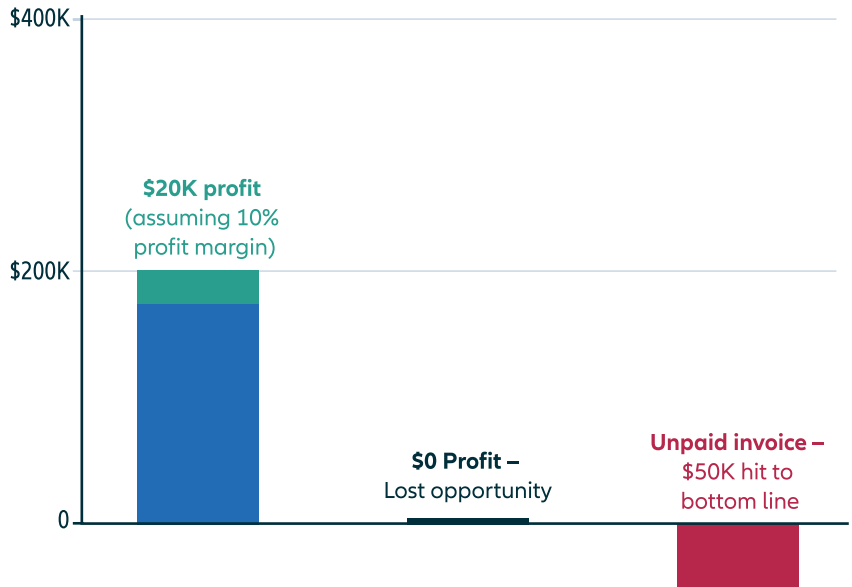
EULER HERMES

EXAMPLE **VS.** **EXAMPLE**

CURRENT CREDIT PROCESS

WITH EULER HERMES PARTNERSHIP

$400K

$200K

0

$20K profit
(assuming 10% profit margin)

$0 Profit – Lost opportunity

Unpaid invoice – $50K hit to bottom line
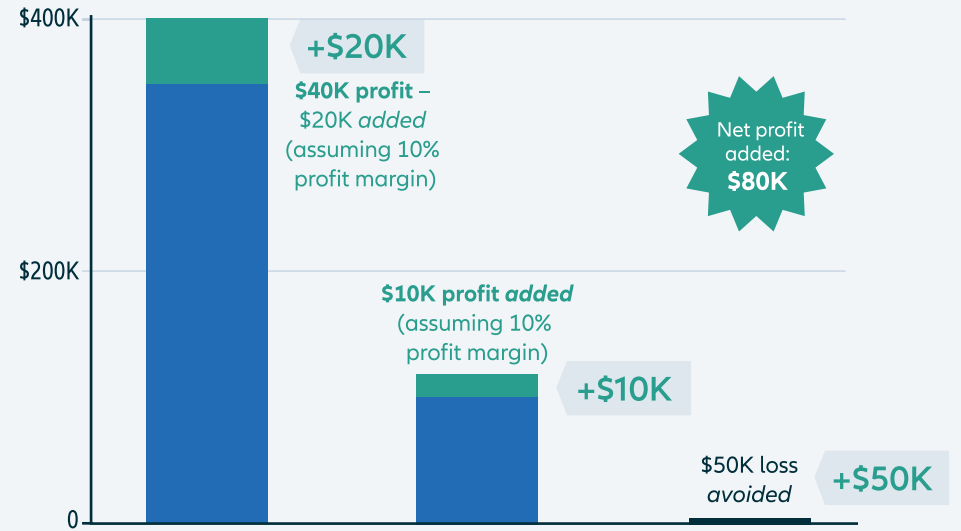
Customer 1
You grant $200K Limit but Sales could sell $400K if more credit approved

Customer 2
Customer wanted $100K limit, you declined based on lack of information

Customer 3
You approve $50K Limit - customer's financial troubles not reflected on mercantile reports

$400K

$200K

0

+$20K

$40K profit – $20K *added* (assuming 10% profit margin)

$10K profit *added* (assuming 10% profit margin)

+$10K

$50K loss *avoided*

+$50K

Net profit added: **$80K**

Customer 1
Euler Hermes approves full $400K limit

Customer 2
Euler Hermes approves $100K limit

Customer 3
Euler Hermes' world-class information warns you of the danger