

presents

# WHAT KIND OF CREDIT RISK MANAGER ARE YOU?

## Relationship-based *or* Data-driven



### IDENTIFYING CHARACTERISTICS



Knows everyone and remembers their name

Never forgets a company's buying score

Reachable only by email or text message

Hasn't changed way of doing business in 20 years

Master of Sales Prevention

Champion of Sales

Drink of choice: martini, shaken, two olives

Drink of choice: Cosmo

Leather briefcase (contents: Cross pen, breath mints, and plenty of business cards)

Laptop bag (contents: iPad, Fiji water, and three years of sales reports on a thumb drive)

### TOOLKIT

What they use to get the job done



### OFTEN HEARD SAYING

"There has to be a better way"

"The numbers never lie"

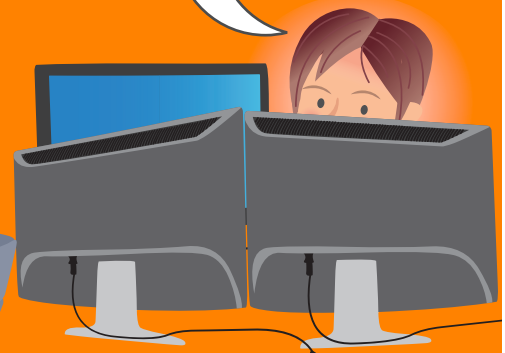


### NATURAL HABITAT

Where you'll find them



Holding forth in the conference room



Tracking purchase behavior data on three 27" monitors

### OFTEN HEARD SAYING

"If it ain't broke don't fix it"

"Remember when we used to...?"

### HAPPIEST WHEN...

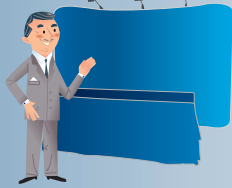
Out of the office attending industry trade group meetings

Providing leads to Sales

Crunching numbers like other people crunch nuts

HA!  
HA!  
HA!

Regaling the office with his risk management wisecracks (again)



Polishing his "employee of the month" (1997) award



Tracking company behavior like a secret agent



### LEARN MORE

Whatever your style may be, Cortera business behavior data and insights can dramatically reduce risk while helping you become a champion of sales. Not only can you more accurately assess and predict the financial health of a company, but you can also identify ripe upsell opportunities within your client portfolio as well as net new sales opps for your sales team. **Call us today at 877-340-9123.**



See what business behavior data and insights can do for you. Download the eBook: *Business Behavior Insights: Where to Turn When Traditional Credit Data Isn't Enough* now at [see.cortera.com/cortera-ebook-credit-social](http://see.cortera.com/cortera-ebook-credit-social).

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