

Closing deals faster with better credit tools

The objectives of credit and sales teams can sometimes feel at odds with each other. While sales teams are focused on closing deals fast, credit teams are focused on managing risk and ensuring the business will get paid. However, advances in credit decisioning technology can help accelerate the sales process without compromising a company’s risk level or cash flow.

In fact, by moving the traditional credit application online, solutions such as those offered by Billtrust, have proven to help close deals 80 percent faster on average.

How exactly does this shortened time benefit companies though?

The screenshot shows the Billtrust user interface for Credit Applications. At the top, there is a navigation bar with 'Workspace', 'Accounts', and 'Reporting' menus, the Billtrust logo, and user profile information for 'Dan Howarth' from 'Demo_DANH_Company'. A search bar is located on the right. The main content area is titled 'Credit Applications' and includes a '+ New Application' button. Below this, there are filters for 'View Applications' (set to 'Assigned to my departments') and 'Time frame' (set to 'Last 90 Days' with 'Min Date' of '21 Nov 2020' and 'Max Date' of '18 Feb 2021'). A summary section shows four categories: 'Initiated' (5), 'In Process' (6), 'Submitted' (2), and 'In Review' (9). Below the summary is a table with columns for 'Account Information', 'Account Number', 'Application User', 'Days Remaining', 'Division', 'Last Updated', and 'Last Application'. Two rows of data are visible, showing account details, initiator/reviewer names, days remaining, divisions, and update dates.

Account Information	Account Number	Application User	Days Remaining	Division	Last Updated	Last Application
Rex Distributer		Initiator: Justin Worden Reviewer: John Stone	-50	West	Dec 18, 2020	
The general sto...		Initiator: Justin Worden Reviewer: John Stone	-51	South, East, North	Dec 17, 2020	



Revenue growth

Billtrust learned that customers expect an increase in revenue thanks to our online credit application. Their rationale: it reduces the cycle time for decisioning and sales organizations can now focus on getting more deals closed in the same period or simply do not have to handle the administrative burden of following up on credit paperwork.



Time saved

Over time, closing deals 80 percent faster really adds up. In fact, the time savings is significant because the traditional paper application and manual calling process can take anywhere from 7-14 days especially when you add the burden of following up for bank or trade references or keying in financials that were submitted on paper, slowing deals down in the eyes of sales.

This is especially true when you add the burden of following up for bank and trade references and keying in data submitted by the applicant to your credit system, or simply getting poorly completed credit applications.

Because you can customize your credit applications with specific fields, you can ensure that you have exactly the information you need and require fields to be complete so you're not missing information.

Auto-decisioning and auto-approvals can speed up your process. Further, you can request additional information as needed, request trade references automatically, and send automatic reminders, welcome letters, and denials.



Better decisions

Make sound credit decisions with credit data at your fingertips. Use your existing third-party credit data providers, including Experian, D&B, and CreditSafe and see credit data right from credit applications. You can even access on-demand credit profiles.



Safe access to sensitive credit data

It's critical to ensure that all credit data and attachments used in the credit application process are stored securely. With Billtrust, rest assured that all data is stored safely in one centralized location. Credit applicants all receive secure logins, and data access internally is based on permissions.



Customer adoption

After analyzing our customer base, we found that our best customers have achieved well over 70 percent of online application adoption, complete with bank and trade references, and that those submissions are returned in less than one day. Some companies have even achieved completed applications in as little as two hours! Key to this adoption is creating awareness while also creating dynamic forms that guide the applicant on how to complete a form with key information that is mandatory.



Internal collaboration

Advances in credit decisioning software also mean that sales and credit teams don't have to be at odds with each other. Most critical to this success is creating a flexible system that allows other stakeholders to view information in the process, get updates on dashboards without having to "call in", and provide inputs to the workflow forms seamlessly.



Accelerated cash flow

Integrating credit decisioning technology at the outset of the order-to-cash cycle not only jumpstarts the sales process but also ensures the potential for expedited cash flow, along with substantial time savings, improved credit decisions, and heightened security and compliance. automatic reminders, welcome letters, and denials.

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