# **SIX WAYS TO** GROW YOUR BUSINESS USING CREDIT INSURANCE



INCREASE MARKET SHARE Offer better terms and raise credit limits to grow sales

credit limits to grow sales and enhance customer relationships

#### BOOST MARKET PENETRATION

Evaluate credit risks, prequalify customers and have added protection to confidently add new buyers



### **OBTAIN FINANCING**

Insured receivables translate to secured collateral which means more working capital at more favorable rates

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## **EXPAND TO FOREIGN MARKETS**

Make strategic credit decisions and offer competitive terms overseas, eliminating cash in advance or letters of credit

#### GROW WITH A KEY CUSTOMER

Aggressively grow sales with a key customer without the worry of concentration risk

# SUPPORT ACQUISITIONS

Create coherent credit processes, take control of receivables in a safe way, and understand the credit worthiness of the new customer portfolio

Credit insurance gives you the confidence that you will be paid for what you sell and greater knowledge on current and prospective customers so you can reach your full potential. Learn more by visiting **www.eulerhermes.ca**.

