## SAFELY EXPAND YOUR SALES: THE BLUEPRINT FOR

Achieving strong and profitable sales growth can be an elusive challenge for many companies. The probability of success is heightened when you have a strategic plan for growth and resources in place that empower you to confidently seize new opportunities.





With credit insurance, neither side needs to compromise. With the confidence that you will be paid for what you sell and greater knowledge upon entering a deal, you can empower your sales team to reach its full potential.

The growth rate some EH customers have experienced since implementing a policy\*



GUARANTEED PAYMENT

> The result of insured limits



Better knowledge about your customers can allow you to extend higher limits and be more competitive



A credit insurer becomes an extension of your credit team, saving time and resources

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

letters of credit

SPEEDTO

Approve credit limit

requests quicker to

capture more sales

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

Offer better terms and raise credit limits to grow sales and enhance customer

The amount some EH customers

report being able to increase their

limits with credit insurance\*

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

processes, take control of understand the credit worthiness

translate to secured

relationships

HOW ARE YOU GROWING ROW DOES CREDIT INSURANCE HELP?



CREDIT INSURANCE IS THE SOLID FOUNDATION OF A SAFE GROWTH STRATEGY



How would your company growth strategy be different if you knew you would get paid for everything you sold? If you're like most Euler Hermes clients, you would increase sales to new customers and extend higher limits to current customers – all with the peace of mind that you are protected from risk.

These extra sales can easily offset the cost of the policy many times over, even if you never make a claim.

