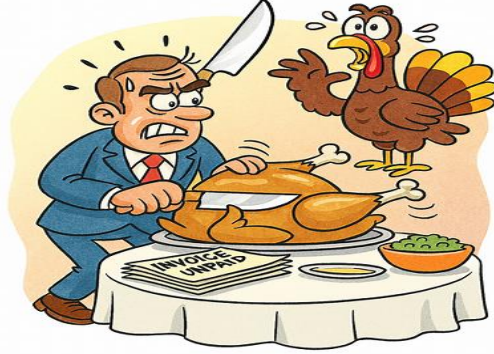


**How to Properly Carve a Turkey
(Before It Carves You):**
A Credit & Collections Survival Guide



By Andrea Schlack, President
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Thanksgiving: a time for gratitude, gravy, and—if you're in credit and collections—a fresh serving of financial indigestion. But this year, skip the stuffing and talk turkey. Specifically, how not to carve up your receivables like a bird on the holiday table.

🔑 Step One: Know Your Bird (a.k.a. Your Customer)

Before you extend more credit, take a hard look at the turkey in question. Is it plump with potential or just full of hot air? Because nothing ruins a feast faster than a customer who's already behind on payments but still asking for seconds.

Cue the infamous “120% Deal”: the customer owes \$10,000 but promises to pay \$12,000 on their next order—\$2,000 toward the old debt, \$10,000 for the new. Sounds generous, right? Like a turkey offering to baste itself.

🍴 Step Two: Don't Let the Drumstick Distract You

That 20% debt recovery? Often just garnish. The real meat—the new sale—is what the customer wants. They'll use your product, your goodwill, and your extended terms to keep their business afloat... until they find a supplier who doesn't ask for the garnish.

Suddenly, your turkey waddles off to another vendor, using the cash flow you created to pay someone else. You're left with a wishbone and a fresh stack of unpaid invoices.

📁 Step Three: Season with Skepticism

The 120% deal is often a clever way of saying, “I'll pay you back... eventually... maybe... if I feel like it.” It's the financial equivalent of promising to clean the kitchen after dinner and then disappearing into a football coma.

If you're not careful, you'll end up financing your competitor's Thanksgiving feast while your own table sits bare.

📞 Step Four: Call in the Carving Experts—PICB

This is where the Printing Industry Credit Bureau (PICB) earns its seat at the table. PICB is not just another collection agency—we are the Credit & Collection Agency serving Printers and Members of the Trade Associations, exclusively, backed by over four decades of proven expertise. When a customer fails to pay, we act swiftly and strategically, delivering results with precision, professionalism, and deep industry insight.

Here's how PICB helps you avoid becoming the main course:

- **Industry-Specific Intelligence**
PICB provides Credit Risk Assessment Reports (CRA) for existing or prospective customers. Think of it as sizing up

your bird before buying the fixin's. CRA helps identify high-risk, gamey customers who are likely to gobble up your money and who would be served at someone else's table. It also highlights the plump, well-established birds worth fattening up for your feast.

- **Proactive Alerts with Delinquidebt™**

Our free Delinquidebt™ tool providing Printers access to our internal database of customers previously placed for collection. If the bird's already been turned over to us, you'll know it's tainted. That warning alone can save you from a costly case of financial food poisoning.

- **Recovery Support When the Bird Flies the Coop**

PICB's collection strategies are tailored to the printing industry's quirks. We speak fluent "printer," and that makes all the difference when recovering what's owed.

- **Peer Collaboration**

PICB connects you with other suppliers who may be seeing the same behavior. It's a potluck of intelligence—everyone brings a dish, and no one gets burned.



Final Thoughts: Carve with Precision, Not Emotion

The proper way to carve a turkey—or a delinquent account—is with surgical precision:

- **Segment the Debt:** Separate old obligations from new purchases. Don't let them blend like mashed potatoes and cranberry sauce.
- **Set Clear Terms:** If you allow new purchases, make them COD or secured. Don't let the gravy train roll without brakes.
- **Monitor Behavior:** If the customer starts ghosting you or shifting volume elsewhere, it's time to turn off the oven—and call PICB.



Moral of the Meal

In credit and collections, every customer is either a feast or a famine. The 120% deal might look like a golden bird, but if you're not careful, it'll fly the coop and leave you holding the bones.

This holiday season, carve wisely. And if you need help sharpening your knife, PICB's got the carving set.

For help contact PICB at (847)265-0400 or by email to ars@picb-us.com