

## **Talking points:**

### **1. Gain Access to Industry Benchmarks**

When you participate in the Quarterly Metrics Survey, you'll gain access to exclusive benchmarking data that reflects real-world accounts receivable performance across companies like yours. You'll be able to see how your aging buckets, collections, and bad debt levels compare to others in your industry. This kind of insight is difficult to find elsewhere and can help support internal reporting, performance evaluation, and strategic planning.

### **2. Stay Ahead of Payment Trends**

The survey captures shifts in customer payment behavior, such as increases in delinquencies or changes in how quickly customers are paying invoices. Having access to these trends on a quarterly basis allows you to adjust strategies before small issues become bigger problems. Whether you're watching for economic shifts or industry-specific slowdowns, the data can help you spot red flags early.

### **3. Participate Once, Benefit All Quarter**

Completing the survey takes just a few minutes each quarter. Your one-time input each cycle contributes to a resource you can use again and again for the next three months. It's a simple, high-impact way to stay informed about key performance trends in credit and collections

### **4. Make Smarter, Data-Backed Decisions**

Access to reliable, timely data gives you a stronger foundation for making informed credit decisions. Whether you're adjusting terms, evaluating customer risk, or justifying resource needs within your department, the survey results provide real-world benchmarks to support your strategy and recommendations.

### **5. Confidential and Secure**

All survey responses are kept strictly confidential. No individual company data will ever be identified or shared. NACM takes data privacy seriously, and the structure of the survey ensures that sensitive company information is protected at all times.

## **6. Help Represent Your Industry** 🗣️

We aim to break down the survey results by industry sector, which is only possible if we have enough data from each area. By participating, you help ensure that your sector's experience is reflected in the results. That's critical for making the benchmarks truly useful and relevant to your day-to-day operations.

## **7. Help Build a Stronger Credit Community** 👥

Your participation directly contributes to a broader effort to strengthen the business credit community. The more members who submit data, the more reliable and representative the results will be, allowing NACM to provide high-quality, insights that credit professionals across the country can use to make better decisions. It's a way to give back to the profession while benefiting from the shared knowledge of your peers.