

YOUR GUIDE REFUSED CREDIT - ACCOUNT LETTER

GUIDE
2

Following carrying out due diligence on your customer, you may make the informed decision to refuse a credit account to your prospective customer.

By refusing credit you are not refusing to carry out work with a customer; but rather ensuring that all work is done on a strictly pro forma basis.



12th May 2016

ABC Ltd
12 High Street
Any Town
Liverpool
L1 4LM

Dear ABC Ltd,

Credit Account

Unfortunately we are unable to extend a credit account to ABC Ltd at this time.

Therefore, we will need to receive cleared funds from you in advance of any orders.

If you wish us to review your account status in the future, please don't hesitate to contact John Smith for a further credit application form.

If you wish to discuss this matter further, please call me on 0151 123 4567.

Yours sincerely

Jenny Esau
Credit Management Group UK

1 PRO FORMA

Your letter should give your customer an alternative - although you cannot offer them credit, you still want their custom, therefore pro forma payments can be offered as an alternative for credit.

2 CONTACT DETAILS

Encourage your customers to call you if they have an issue. Repeat the number they can call you on and give them the name of the person who deals with their account to make the letter more personable.