



## Pay up or ELSE!

With the credit crunch on everyone's lips Else Solicitors in Birmingham and Burton-on-Trent has launched a free credit health check for businesses.

Else Client Services Manager, Neil Jinks said: "When the economy becomes tight, it is essential that businesses monitor their cashflow and ensure that they are confident of the credit worthiness of their clients, both old and new".

"We are offering Midlands businesses a free one hour consultation to help them identify areas of concern and provide pointers to areas where they could improve and thus increase cashflow and reduce the threat of bad debts."

The health check is tailored to suit a businesses needs and may include a review of credit policy and procedures, advice on best practice in credit control and legal recovery, a review of dispute resolution procedures, training and development needs and is followed up with a free report on Else's initial findings.

Neil Jinks said: "Credit management is vital to the health of your business and in identifying credit problems and debt solutions you can help reduce your debtor days and improve the cashflow which is the lifeblood of any business."

Launched in 2003, Else Commercial Solicitors has a very strong foundation in credit management and debt recovery.

Arthur Hastilow, who heads up the firm's debt recovery team, is a Fellow of the Institute of Credit Management with 30 years experience and Neil Jinks is also a Member of the Institute with 20 years experience in the Industry.

The firm exhibited at the National icm08 Credit Management Convention held at Excel in London and launched its new "Pay up or Else!" beer which has been specially produced for Else Solicitors.

Neil Jinks said: "We wanted to promote ourselves through a product that identified us with our office in Burton-on-Trent, the home of many major breweries as Else acts for a number of breweries and pub companies."

"Our debt recovery team includes our founder Partner Chris Else, Associate Simon Trees who is head of commercial litigation, Arthur Hastilow, myself and a number of debt recovery litigation executives."

"Nobody knows what 2008 holds for Midlands industry and businesses must address their credit and debt recovery issues if they are to survive and remain healthy. Our free credit health check is one step towards that process."

### For further information, please contact:

**Neil Jinks, Client Services Manager**  
**Email:**  
**Website:**

0121 222 2486 / 01283 526 200  
neil.jinks@elselaw.co.uk  
www.elselaw.co.uk