



Credit without the Crunch!

A success network Success Story

Rita Adams is the founder of A.R.M. Credit Control, a Marlow-based business established in 2004. A.R.M.'s services include setting up credit control functions, defining processes and implementing quality procedures to help companies to recover outstanding debts. The emphasis is on a friendly and efficient approach that gets results. Rita is ICM (Institute of Credit Management) qualified and a member of the Association of Credit Professionals (ACP).



The Solitude of the Start-Up

When Rita decided to go freelance, in 2004, she was looking forward to being her own boss at last. Her extensive experience and qualifications meant that it wasn't difficult to achieve a satisfactory turnover, but it soon became apparent that this wasn't enough. As Rita explains, "Working alone, after so many years spent in lively, corporate offices, can be quite isolating. Not only do you miss the human contact but there's nobody to bounce ideas off. What's more, the success of the business is all down to me and that's a huge responsibility."

A Collaborative Approach to Success

In 2006, Rita discovered Success Network and in 2007 she became a founder member of its first ever Inner Circle. An Inner Circle consists of a small group of businesswomen who have regular face-to-face and virtual meetings and also stay in touch via an online forum and conference calls. Members focus on their business goals and any stumbling blocks that they may be experiencing.

The membership of the group is carefully selected by Success Network to ensure that a wide range of skills and viewpoints to solve the various challenges. Experienced business coach and mentor, Ute Wiczorek-King, acts as a facilitator for the meetings: "I keep an eye on things and make sure that everyone gets maximum benefit from the meetings. Inner Circle members have one thing in common though- they all share the desire to pass on knowledge, help and advise each other."

Rita says, "I immediately felt part of a team again and the great thing was, I wasn't just helping my own business to progress but five or six others at the same time." Rita's main motivation for joining the Inner Circle was to free herself from the isolation that she was experiencing but she achieved so much more than that: within a year of signing up, she had gone from being a self-employed credit controller to running a small team of consultants and had trebled her revenues.

It is easy to assume, perhaps, that the Credit Control business is booming right now, but Rita is quick to point out that while her services are needed more than ever, business is as challenging for her as it is for everyone else: “Whilst businesses are seeking to take better control of their finances, their customers are less able to pay off their debts. It’s as much about keeping our clients in business as anything and that requires flexibility. Being a member of the Inner Circle gave me the confidence to consider alternative ways of working with my clients and their debtors.”

What Next for Rita?

Inner Circles can run for up to 12 months or even longer if the members agree, with a minimum trial membership of 3 months. When the first Inner Circle had run its course, Rita decided to join another one. “It wasn’t that I hadn’t achieved my goals,” explains Rita, “but I decided to set myself new ones. I really enjoy the meetings and I feel that I have so much to give to new members now.”

A.R.M. Credit Control: www.armcreditcontrol.co.uk, enquiries@armcreditcontrol.co.uk, 01628 487849.

For an informal chat about the Inner Circle, or to request an application form, please call 01628 780126 or 07729 212299 or email ute@successnetwork.org.uk.