



Press Release

For Release on *October 30, 2004*

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Ken Peterson, CKD Introduces 3 New Programs Available for NKBA Chapter Presentations in 2005

Chapel Hill, NC – October 30, 2004 –

Program #1: Managing Your Expenses Effectively To Better Your Bottom Line

It takes discipline and attentive management to successfully steer a business to maximum profitability. Once the Budget is completed, learn how to establish the correct Price Formula for your overhead structure and to develop 5 other key Management Tools for keeping your firm on track. In short, this program will furnish the independent kitchen and bath principal with all the tools and know-how necessary to gain financial control of operations and ensure the best bottom line possible.

Target Audience: Dealer Owners, Partners, Comptrollers, General Managers, & Sales Managers
Recommended Setup: U-Shape, 8' Screen, LCD Projector, 2 Flip Charts, Lavolier Mic, Podium/8' Materials Table
Handout: 15 pages
Duration: 1.25-1.50 hours; suggested time is late afternoon Workshop; CEU credits earned

Program #2: Marketing More Effectively To Better Your Bottom Line

Looking and being unique in the eyes of the customer enables businesspeople to earn greater profits. How you position your firm NOW will be crucial to your future profitability. Learn the six steps to strategic differentiation, how to develop a sound Mission Statement, and the best positioning versus the national design center chains that are gaining significant market share in our industry.

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, and Salespeople
Recommended Setup: U-Shape, 8' Screen, LCD Projector, 2 Flip Charts, Lavolier Mic, Podium/8' Materials Table
Handout: 16 pages
Duration: 1.25-1.50 hours; suggested time is late afternoon Workshop; CEU Credits earned

Program #3: Selling At A Higher Price To Better Your Bottom Line

All salespeople in this detail-intensive industry share one common objective: to earn more money in less time. This program merges a number of important marketing axioms with key fundamentals of selling. Master the 5 critical strategies presented in this program and you will likely achieve that ideal balance of high income with high quality of life.

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, Designers, & Salespeople
Recommended Setup: U-shape or Rounds, 8' Screen, LCD Projector, Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 14 pages
Duration: 1.0 – 1.25 hours; suggested time is in the evening after the Social Hour; CEU credits earned

your most
complete
resource for
improved
profitability

The SEN Design Group

is dedicated to improving the quality of the consumer's living standards by empowering them to make informed choices from the best possible design concepts, products, and services tailored to their budget through the value provided by their local SEN Design Group Member Firm.



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Program #4: The Value Of Belonging To An Industry Buying Group

This program traces the major changes going on in the industry and the impact on the independent kitchen and bath design firm. It then examines several business options available to stay competitive in the industry of the future. Over a dozen, generic benefits are detailed for why a buying group affiliation makes good business sense. As a result, attendees will gain valuable insight to determine whether a buying group membership will suit their firm's needs.

Target Audience: Dealer Owners, Partners, Comptrollers, General Managers, Sales Managers, Designers & Salespeople
Recommended Setup: U-shape or Rounds, 8' Screen, LCD Projector, Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 15 pages
Duration: 1.0 – 1.25 hours; suggested time is in the evening after the Social Hour; CEU credits earned

Program #5: Making The Most Of Your Time

This seminar will offer critical organizational techniques to enhance productivity and a number of marketing/planning concepts that will elevate designer effectiveness and professionalism, enabling Sales Designers to make more money in less time. Owners benefit from the increased gross profit contribution to their firms. It is a program that can literally add tens of thousands of dollars to a Sales Designer's income while improving the quality of life.

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, Designers & Salespeople
Recommended Setup: U-shape or Rounds, 8' Screen, LCD Projector, Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 14 pages
Duration: 1.0 – 1.25 hours; suggested time is in the evening after the Social Hour; CEU credits earned

Program #6: The Fundamentals Of Selling

This school is the only one that tailors key Dale Carnegie selling principles to the kitchen and bath industry of today. People who master these fundamentals of selling will never be wanting for business. Industry veterans have commented that they wish this material was available when they began their careers years earlier. Newcomers are delighted they have the necessary foundation to now launch successful sales careers. (See the enclosed 2-page Flyer for further details).

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, Designers & Salespeople
Recommended Setup: U-shape, 8' Screen, LCD Projector, 1 Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 26 pages
Duration: 7.0 hours; suggested time is an all day program or two half-day learning modules spaced over a weekender; CEU credits earned

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New Programs Added For 2005

Program #7: More Buck For The Bang ... Generating Greater Profits From Jobs You Sell

Owners and Salespeople can earn higher gross margins by packaging their services in key ways important to Consumers. In addition, mid-range jobs can be transformed into higher priced projects if salespeople are schooled in "upselling" techniques. Attendees at this high-powered seminar will be exposed to specific, proven strategies that will enable both novices and seasoned pros to achieve higher price tags per job for very little extra effort.

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, Designers & Salespeople
Recommended Setup: U-shape or Rounds, 8' Screen, LCD Projector, Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 24 pages
Duration: 1.50 hours; suggested time is in the evening after the Social Hour;
CEU credits earned

Program #8: Effective Compensation Program's For Today's Employees

Many kitchen/bath professionals are struggling today with the best means to compensate Salespeople, Managers, Designers, and other key employees. In this seminar, a seasoned kitchen dealer will address how and when Sales Commissions should be paid, how Business Owners should be compensated, and how to creatively incentivize Key Managers to achieve company Net Profit goals without a heavy administrative burden.

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, Designers & Salespeople
Recommended Setup: U-shape or Rounds, 8' Screen, LCD Projector, Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 16 pages
Duration: 1.25 hours; suggested time is in the evening after the Social Hour; CEU credits earned

Program #9: How Consumers Will Judge Your Firm As A Better Value

Ever wonder how Consumers may choose your firm over the competition? Learn the 7 criteria that an industry consultant urges Consumers use to determine the best value among kitchen and bath sources. Take the test yourself to identify where your firm needs to improve. Strengthening these weak areas will lead to more business at greater margins!

Target Audience: Dealer Owners, Partners, General Managers, Sales Managers, Designers & Salespeople
Recommended Setup: U-shape or Rounds, 8' Screen, LCD Projector, Flip Chart, Wireless Lavolier Mic, & Podium
Handout: 24 pages
Duration: 1.0 hours; suggested time is in the evening after the Social Hour; CEU credits earned

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