

Business Education. Buying Group. Technology Solutions. Strategic Community.

Accelerate your kitchen and bath business growth and profitability with a SEN Design Group membership.

Business Education

SEN Design Group is a unique organization offering a full complement of business training focused on finance, management, marketing, team-building, sales, and project management — reducing the learning curve for successfully running your business while simultaneously increasing gross profit margins. [READ MORE >](#)

Buying Group

The cost of goods sold represents the single greatest expense on a company's profit and loss statement. As a SEN Design Group member, you're able to purchase goods from the industry's leading vendors with more product selections, more savings—and, more rebates. [READ MORE >](#)

Technology Solutions

Technology is a difference-maker, and the DesignAlign™ Selling System Technology focuses on the Good-Better-Best sales process. Included in every SEN Design Group membership, at no additional charge, DesignAlign saves valuable time by reducing the sales cycle and increasing productivity. [READ MORE >](#)

Strategic Community

As a SEN member, you're surrounded by successful, like-minded people who are willing to share a wealth of knowledge, real-life experiences and relevant, unique ways to increase sales. Learn from others and grow your business more quickly and profitably in the process. [READ MORE >](#)

SEN Design Group has got you covered with a comprehensive business development toolkit—designed to help you drive revenue, increase profit and utilize effective tools to make your business more successful.

Business Education

- 3 membership levels featuring SEN University
- Master the GBB Sales Process for maximum return
- DISC/TTI Behavioral Analysis
- 3-year profit plan and price formula development
- Free, annual SEN benchmark reports

Technology Solutions

- Digitize your showroom with DesignAlign™ technology
- Reduce time to client commitment by 75%
- Consolidate projects into one, easy-to-use platform

Buying Group

- Earn rebates of \$75K on purchases of \$2.1M
- Qualify for FREE SEN membership with volume purchases
- Quarterly rebate payments
- SEN members average 37.95% gross profit margins

Strategic Community

- Semi-annual, member-only conferences
- Network online and in person with industry peers
- Interactive workshops, roundtables and forums
- Business coaching

SEN
UNIVERSITY



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