

NEWS

SEN Design Group Expands Educational Access

October 27, 2021



CHARLOTTE, NC — SEN Design Group, the Charlotte, NC-based kitchen and bath industry buying group and business education resource, has revamped its membership structure to increase access to business education opportunities for industry professionals, the organization announced.

“Under our previous structure, the majority of our educational opportunities were add-on expenses for our members, but we wanted to make sure our members had access to as much educational content as they wanted without added expense, so we have updated our membership structure to provide this much-needed resource at a minimal monthly investment,” said Catherine Daugherty, director of membership at SEN Design Group.

SEN Design Group will now offer three tiers of membership with differing benefits based on the member’s specific needs:

- Associate Membership includes basic access to industry-specific business and sales education opportunities; this level is targeted for industry firms and independent designers who may not want to participate in a buying group or attend semi-annual conferences.
- Signature U Membership includes increased access to industry-specific business and sales education opportunities, as well as access to SEN Design Group’s purchasing power and networking community.
- Executive U Membership (\$399 per month) includes everything in the Signature U Membership with additional benefits for industry leaders, such as dealer roundtables, a business development manual, personal profiling assessments for better hiring and communication, maximum quarterly rebates, and more.

Additional details are available at www.sendesigngroup.com.



RELATED POSTS

Fantini USA Names Design Winners

February 4, 2022

NAHB Criticizes Move to Raise Canadian Lumber Tariffs

February 4, 2022



LEAVE A COMMENT

You must be [logged in](#) to post a comment.

ADVERTISEMENT

RECENT POSTS



KBIS Final Call
February 9, 2022



KBIS on the Move
February 9, 2022

Demand for Smart Appliances 'Steady,' Research Finds

February 7, 2022



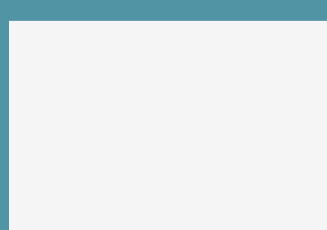
All Lit Up
February 4, 2022

ADVERTISEMENT

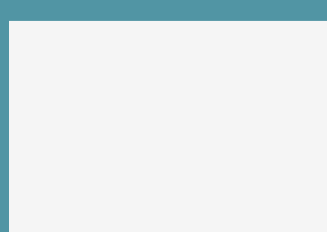
TOP HEADLINES



Tranquil Tones



All Lit Up



Thoughtful Integration



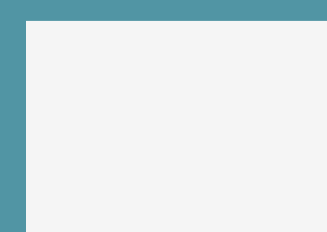
The Art of Japandi

POPULAR POSTS

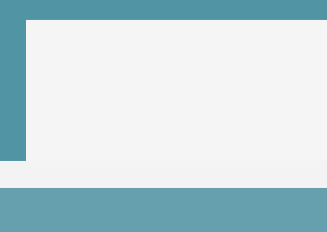
Masco Sells KraftMaid, Merillat, Balance of Cabinet Unit



Tranquil Tones



All Lit Up



Thoughtful Integration