

**SMPS Wisconsin & ACEC Wisconsin
Present Half-Day Workshop:**



ACEC



Beyond Price Cutting: How to Maximize Value and Remain Competitive

Hello Jeff!

Join us – SMPS Wisconsin and ACEC Wisconsin – for this exciting half-day seminar with Dr. Janet Sanders, revered marketing and sales consultant and author of the "Marketing Handbook for the Design and Construction Professional." Dr. Sanders will present opportunities and strategies to avoid price-cutting and allow your company to maintain or even raise prices.

With mounting pressures of uncertain economic times and increasing competition for every opportunity, your firm may be tempted to cut prices and chase every lead to remain competitive. Slashing prices might seem to be a quick fix, but it can lead to negative long-term side effects. Pursuing opportunities without strategies to capture the project can waste valuable marketing dollars.

You will learn:

- How to identify "hot spots" where you can invest your limited marketing dollars
- Relevant messages that appeal to today's penny-pinching clients and prospects
- Tactics to win "more than your share" of whatever work that is available now in your marketplace
- Ways other firms have changed their business models to get through the downturn
- Ideas to position your firm to survive today's economy and thrive in tomorrow's changed marketplace

Interested in attending? Please click [Yes](#) or [No](#).

Thank you and we look forward to seeing you at our Half-Day Workshop!

Beyond Price Cutting: How to Maximize Value and Remain Competitive

Thursday, March 18
11:30 a.m. to 3:30 p.m.
(includes networking, lunch, and program)

Location: Country Springs Hotel
2810 Golf Road | Pewaukee, WI

3 CEUs

To view Dr. Janet Sanders' bio and to learn more about this program, [click here](#).



To read an article written
by Dr. Sanders [click here](#).

Please note:

Online payment must be received at least 24 hours in advance of the program.

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