

SEPT. 2023 CSCNETWORK SMART GROUP

 14-15 SEPTEMBER
NEW ORLEANS, LA

PRICE INCREASE MESSAGING: A TUTORIAL

During the meeting, attendees of the SMART Group will have the chance to gain valuable insights from Sales Gravy's team of experts on the topic of Price Increase Messaging. Despite the fact that informing customers of price increases may not be an appealing prospect for most, SMART Group attendees can expect to leave the meeting feeling more self-assured about discussing this matter and conveying their worth to customers.

THE PRESENTER



Beth Maynard

Sales Gravy

Beth Maynard is an accomplished sales leader, training facilitator, speaker and passionate sales coach.

Facetiously referred to as "The Hammer", her outcome focused style is laced with humor and the desire to provide tangible results to her clients.

With her industry experience, meeting attendees can be assured they will walk away having learned from someone who understands.

REGISTRATION

<https://www.eventsquid.com/event/20396>



Register by August 14th, 2023

Topics Covered Include:

- How to craft the eight price increase narratives
- The three drivers of price increase acceptance
- How to Paint a vivid, authentic, and emotional price increase narrative
- The Five Step Price Increase Because Statement Framework
- How to approach price increase conversations with confidence... and more!

Who Should Attend:

Intended for sales managers, but also relevant to general managers and owners. Attend CSC SMART Group meetings to help identify common opportunities, then develop sales and marketing solutions to capitalize on them.

Event Contact

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(629)235-7027

WEDNESDAY SEPTEMBER 13th

6:00 PM - 7:00 PM Networking Social

THURSDAY SEPTEMBER 14th

7:00 AM - 8:00 AM Breakfast - Royal Continental Room

8:00 AM - 8:30 AM Introductions

8:30 AM - 12:00 PM Beth Maynard | Sales Gravy

12:00 PM - 1:00 PM Lunch - Bourbon Room

1:00 PM - 3:00 PM Beth Maynard | Sales Gravy

6:00 PM - 8:00 PM Group Dinner

FRIDAY SEPTEMBER 15th

7:00 AM - 8:00 AM Breakfast - Royal Continental Room

8:00 AM - 10:00 AM Best Idea & Critical Issues

ACCOMODATIONS

- The Royal Sonesta New Orleans
 - 300 Bourbon Street
New Orleans, LA 70130
- CSC Room Rate: \$199
- Book by August 14th | [Book Online Here](#)
- CSC rate available 3 days pre & post-meeting



BRING YOUR BEST IDEA!

- A Best Idea is a proven concept or process that has been implemented in your company. A Best Idea usually has created a financial impact on your Company's bottom line, or has had a positive impact on employee morale/ satisfaction
- Utilize this group as your consultant to help brainstorm or discuss any current issue that you are facing within your company.
- If you need a past example please reach out