



BENEFITS COMPARISON

To find out more contact:
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MEMBERSHIP LEVELS

ASSOCIATE <i>(Effective 6/2021)</i>	SIGNATURE U <i>(Effective 6/2021)</i>	EXECUTIVE U <i>(Effective 6/2021)</i>
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Industry-Changing Technology			
DesignAlign™ Selling System Technology w/Good-Better-Best (GBB) Project Budgeting Tool	1 USER LICENSE	UNLIMITED LICENSES	UNLIMITED LICENSES
GBB Sales Process Video Library & Training Manual	✓	✓	✓
DesignAlign Monthly Webinars (0.1 CEU)	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES
Transformative Business & Sales Education			
4-Day Executive Business School (3.2 CEUs) <i>For business owners who want to make great strides in their company's growth and productivity this Business School is the foundation of all owner education and is the cornerstone of the unique SEN education offering.</i>	✓*	✓*	✓*
2-Day Good-Better-Best Sales School (1.6 CEUs)	✓*	✓*	✓*
Online Project Management Course (0.8 CEU)	✓*	✓*	✓*
Online Bath Remodeling Course (0.6 CEU)	✓*	✓*	✓*
Online Kitchen Design & Sales Course—Level One (0.8 CEU)	✓*	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES
Online Kitchen Design & Sales Course—Level Two (0.8 CEU)	✓*	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES
One-Day Regional Seminar (0.8 CEU)	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES
Lunch 'N Learn Monthly Webinars (0.1 CEU)	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES	UNLIMITED ATTENDEES
3-Year Profit Plan Excel Templates	✓	✓	✓
Personal Profiling Assessments DISC / TTI (for better hiring and communication)	SEE ADD-ON BENEFITS	SEE ADD-ON BENEFITS	(5) TTI PER YEAR
FINTEL Benchmarking Report (1 per year)	N/A	✓	✓
Business Development Manual	N/A	✓	✓
Purchasing Power & Networking Community			
Access to 50+ Vendors with Preferred Pricing and Quarterly Rebates	N/A	✓	✓
Admin fee on Purchasing Program	N/A	✓	✓
Year-End Bonus on Purchases > \$200K Tier 1: \$200 - \$500K (.04%) Tier 3: \$1M - \$1.5M (.06%) Tier 2: \$501K - \$1M (.05%) Tier 4: \$1,500,001M+ (.07%)	N/A	✓	✓
Savings4Members (Discounted 20+ business services)	N/A	✓	✓
Access to SEN Member Portal (Network with Industry Peers and Access SENTelligence Library)	N/A	✓	✓
Semi-Annual Conference (One Principal Attendee / Year)	N/A	✓	✓
Dealer Roundtables (at Semi-Annual Conferences)	N/A	N/A	✓
Vendor Webinars	N/A	✓	✓
Membership Investment			
ONE-TIME ENROLLMENT FEE	TO FIND OUT MORE CONTACT: CATHERINE DAUGHERTY, DIRECTOR OF MEMBERSHIP cdaugherty@sendedesign.com 919-670-5746		
MONTHLY DUES			
Add-On Benefits			
DesignAlign 2-Day Online Personal Implementation Session	N/A	✓	✓
Access to Business Coaching	✓	✓	✓
Personnel Profiling Assessments DISC / TTI (for better hiring and communication)	✓	✓	✓
Profit Plan School (5th Day @ 4-Day Executive Business School Per Member-Firm Attendee)	✓	✓	✓

*SEN U education programming—rolled into the low monthly membership dues—is based upon availability for one (1) Principal per firm or one (1) Team Member per firm (where applicable) to attend ONE (1) school and/or course per year. We make this high quality education programming affordable by spreading the annual costs over the entire membership. To realize the most impactful business benefits, it requires a minimum membership commitment of 12 months which begins at time of paid Enrollment Fee. Members are encouraged to attend the 4-Day Executive Business School within the first 12 months of enrollment and may enroll in the 2-Day Good-Better-Best Sales School during the next 12-month period, not to be repeated within a 36-month cycle. For example; Member/Owner enrolls on June 1, 2021 and attends 4-Day Executive Business School in July 2021. He/She may then have a Sales Designer attend the 2-Day Good-Better-Best Sales School in 2022, and attend the Online Project Management Course in 2023.

**Owners and/or Team Members may inquire about attending more than one school or course in any given year, or sending additional team members to any of the programs marked by an asterisk* in any given year, for a much reduced tuition fee. See Add'l Attendee column for these special tuition fees per person.