How to Stop Becoming a Price Based Commodity to Your Customers

REGENTS BANK

Seven Steps CEO's Need to Protect Pricing and Profits

Are you being bullied into dropping your price? Are razor thin margins limiting your ability to make the investments in people, processes and/or equipment you need?

This interactive presentation will give you seven strategies/tactics you and your team can use to become significantly more effective at getting the price you need for your product or service.

I would like to invite you to attend this hosted breakfast program because I believe this powerful message and learning will be valuable for you and your company.

The program will include a hands-on demonstration and discussion of two current pricing issues experienced by the participants.

You will walk away with:

- Seven strategies/tactics to help you get your price more often
- A process you can immediately implement with your team to identify better options to your pricing challenges
- An understanding of the things you and your team are doing to give away your profit

The Details

Presenter: Joe Phillips, **Chairman for the BEST CEO Groups**

When: Wednesday, January 23, 2013

Where: Cassidy Turley San Diego Headquarters
4350 La Jolla Village Drive, San Diego 92122

Time: 7:30am - 9:45am

Breakfast: A continental breakfast will be served

Parking: Please **CLICK HERE** to view map for directions and parking instructions.
Parking will be validated at the Cassidy Turley front desk.

Please let me know by **Tuesday, January 15, 2013** whether or not you will be joining us so that we plan accordingly.

Sincerely,

Sean Puckett
Regents Bank
501 W. Broadway #550
San Diego, CA 92101

spuckett@regentsbank.com
(619) 446-5580 Office
(858) 229-0613 Cell
(619) 233-4980 Fax