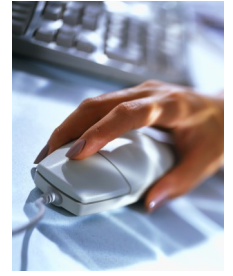




THE PRINTING INDUSTRY OF THE CAROLINAS, INC.

Capitalizing on Wide-Format Printing! Masterclass

March 5 to 26, 2024



This series will take you through the steps to enhance your Wide Format knowledge, sales and leadership.

All attendees will be receiving a Master Certificate of completion when course is finished.

You will learn how to:

- Become an Order Maker and not an Order Taker
- Effectively market your W-F capabilities
- Continually train W-F Employees (end-to-end)
- Implement processes to avoid losing money on W-F Projects
- Initiate Teamwork from customer service, to sales and production
- Incorporate and facilitate Vertical Markets
- Ask customers essential Discovery Questions (saving time & money)
- Make profit by implementing pre and post project meetings
- Introduce W-F Printing to your current customer base
- Utilize your capabilities to increase sales with higher profit margins

Who should attend:

- Owners, Leadership Team Members and Estimators
- Wide-Format Managers, Supervisors, and Operators
- Sales, Inside Sales, Customer Service & Account Managers

When:

- Week 1: March 5, 2024 – 2:00 pm – 3:00 pm
- Week 2: March 12, 2024 – 2:00 pm – 3:00 pm
- Week 3: March 19, 2024 – 2:00 pm – 3:00 pm
- Week 4: March 26, 2024 – 2:00 pm – 3:00 pm

Cost:

- **Member Cost:** \$250 for the 1st attendee \$200 for each additional attendee
- **Non Member Cost:** \$500 for the 1st attendee \$400 for each additional attendee

Master Class Educator: Debbie Nicholson

*is the founder of **Think to INK, LLC**, a Wide-Format consulting company. Wide-Format Consultant , Columnist, Speaker and Master Class Educator and Product Developer, that helps printing companies and other industry thought leaders to increase untapped profitable growth opportunities with product innovation, technology and customer awareness.*



She has 28+ years of ownership and experience in printing (i.e., color separations, wide-format printing, sublimation printing, o-set printing, and design thinking).

Debbie is passionate about continual learning (CL), educating, training, and uplifting the printing industry. She gives her time graciously to inspire and motivate through Peer Groups, Webinars, and Podcasts that expand beyond printers to artists, manufacturers, and distributors in the printing industry.

Registration Form: (please print) Member Not-yet member

Payment: Visa MasterCard American Express

Company Name

Address

City, State Zip

Lead Webinar Participant

Email

Name on Card

Credit Card Number

Expiration Date