**March 15, 2017**

**The New Consumer**

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| *X:\Logos\Chapter Logos\2016 Logos\NewEngland.jpg* | Date: Wednesday, March 15, 2017  Time: 6:00 to 8:00 pm  Speaker: Lisbeth Calandrino,  Associate Publisher  Fabulous Floors Magazine  Location: Surfaces  327 Park Street  New Britain, CT 06051  Make New England Chapter Meetings  Part of Your Networking Plan! |

**Join us for this education and networking event:**

Lisbeth Calandrino will cover:

* How the customer determines where to shop and how you can influence the customer’s selection.
* The difference between a typical sales funnel and the new, more complex model.
* Ways to influence your customers to give you more solid connections.
* Tips on how to get previous customers to impact your online reputation.

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Registration Fees:

$25 Chapter Participant; $50 Non Chapter Participant

Register now at [www.naturalstoneinstitute.org/NewEnglandMarch15](http://www.naturalstoneinstitute.org/NewEnglandMarch15)

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