



# WINNING MORE BUSINESS

15 APRIL '25



Sunset 44 Bistro  
118 W Adams Ave  
Kirkwood, MO  
63122

11:15 - 11:45 am: Check-In/Networking  
11:45 am: Lunch Served  
12:00 - 1:30 pm: Program

## Innovative Marketing & Sales Strategies for C-Suite, Marketing, and Sales

Success in today's market isn't just about doing great work—it's about being seen as the go-to expert. You'll learn how to position your business as the top choice, sell without being "salesy,"

## Discussion & Takeaways

-  **Positioning:** Become the FIRST choice (not just an option) & stop competing on price
-  **Selling Without "Selling":** Equip your team to win more business
-  **High-Impact Marketing:** Attract IDEAL clients without chasing business
-  **Authority & Influence:** How to Build Credibility & Stay Top-of-Mind

This program qualifies for 1.5 Professional Development Hours (PDH) for Professional Engineers under Missouri statutes and 1.5 Learning Units (LU) through the American Institute of Architects.

Attendee: \_\_\_\_\_



## ANN CARDEN

CEO, Strategic Business Growth Consultant  
A. Carden Inc. / Expert In You

Meet Our Speaker

Ann Carden is a strategic business growth expert, bestselling author, speaker, and media strategist with over 40 years of experience in marketing, sales, and entrepreneurship. As the CEO of A. Carden Inc. and founder of the Expert In You brand, she has built and sold five businesses. Ann has also trained over a million entrepreneurs and has been featured on ABC, NBC, CW, and FOX. Recognized as a top business coach and inducted into Who's Who in America for Entrepreneurship and Professional Women, she brings powerful insights to help you stand out and succeed.



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St. Louis Council of Construction Consumers