

# Share. Learn. Connect.



**collaborative**  
**network**

## The VP of Sales Peer Group

This strategic peer group is designed to support sales leaders of office furniture manufacturers in the contract interiors industry to learn from each other, share relevant information and resources that drive revenue, and create a community of growth-minded leaders to build and scale their sales with confidence.

Through structured coaching, expert-led sessions, and sharing best practices, this group will foster accountability, knowledge-sharing and peer-driven support, ensuring participants gain actionable insights to drive their businesses forward.

12

### Quarterly Meetings

12-month program meets quarterly in a Peer Group format, offering industry discussions, guest speakers, problem-solving, insights, and interactive sessions with Q&A, & coaching.



### Sales Leaders

A curated group of industry sales leaders that come together to support each other and uplift the industry with best-practices, idea sharing and more.



### Expert Facilitation

This group is led by industry veterans, Sid Meadows & Julie Dillon, both have vast experience in developing teams, leading initiatives and growing sales.



### Communication

A communication portal allows for discussions and information sharing in between meetings, as well as a centralized location for additional resources, articles and videos.

## Empowering Sales Leaders



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The Collaborative is a dynamic initiative dedicated to fueling the growth of emerging small business manufacturers in the Contract Interiors Industry. We provide the essential resources, expert guidance, and a powerful support network to help you scale confidently. By bridging industry gaps, we deliver practical, results-driven solutions tailored to the unique challenges of small businesses.

Founded by industry veterans Michelle Warren, Sid Meadows, Julie Dillon, and Erin Torres, The Collaborative brings together decades of expertise and a shared passion for small business success. Our mission is to empower you with the knowledge, connections, and strategies needed to compete and thrive.

Contact us for additional information, pricing, and upcoming start dates of the next cohort.