



**Fred Berns** is among the biggest names in the *business* of interior design. He's the only sales and marketing coach, author and professional speaker who trains design trade professionals worldwide how to use self-promotion to dramatically increase sales and profits.

His presentations and coaching sessions for interior designers, window fashion professionals, architects, kitchen and bath specialists, and others can make a maximum sales and marketing impact for a minimal investment of time and money.

He also trains manufacturers, retailers, design centers and showrooms on how to create a "buzz," build traffic and increase sales to design professionals. In addition, he delivers programs on behalf of manufacturers for their clients.

Berns presents sales and marketing programs at design centers, marts and conferences around the world. He has been a featured speaker at the International Window Coverings Expo; Neocon events; the High Point Market; Surfaces; design symposiums; home and design expos; furniture, gift and accessory shows; and national conferences of such groups as ASID, NKBA, and IFDA. He has also worked with several national home interior franchise organizations.

Berns' blog, InteriorDesignBusiness.net, and his email newsletter, *Business by Design*, reach thousands of design professionals around the world. He also regularly writes for a variety of design trade publications.

The *Superstar Selling System for Design Professionals*, Berns' audio training program, is the latest in a series of business-building tools he has developed for the design industry. His other audio programs cover topics like setting and getting higher fees, overcoming price objections and high impact, low cost marketing.

He's the author of one book, "*Sell Yourself! 501 Ways to Get Them to Buy from YOU*," and the co-author of two others.

Berns launched his speaking career for the design trade after working in journalism for 25 years. He founded the Berns Bureau, and helped it become one of Washington's largest and longest-established independent news service.