



# Programs for Design Professionals

**Supercharge Your Sales! Advanced Selling Strategies for Design Professionals\***

**Overcome Price Objections: How to Turn \$ Bellyachers into Believers**

**Set and Get Higher Fees\***

**MoneyTalk: How to Take the “Problem” out of Pricing**

**Sell Yourself! How to Get Them to Buy from YOU\***

**Million Dollar Marketing on a Shoestring Budget\***

**Free Publicity: How to Get Quoted and Promoted in the Media**

**Earn More, Work Less: Five Keys to Terrific Time Management**

**Methods of the Masters: How the ‘Stars’ Do Business\***

**Dare to be a Different Designer\***

**Do It Yourself Marketing for Design Professionals\***

**+ Supercharge Your Sales! Advanced Selling Strategies for Design Professionals \***

Challenging times like these require new and innovative selling strategies; you can't do business the old way. This powerful presentation covers sales techniques used by America's most successful design professionals. It provides new ideas on how to double your closing ratio, qualify prospects, overcome price and other objections, ask for the sale, upsell, present yourself with polish, establish long term relations with high end clients, avoid the “Terrible Ten Selling Sins” of design professionals, and much more.

## **+ Overcome Price Objections: Ten Ways to Turn Budget Bellyachers into Believers**

For all too many design professionals, questions about their price cause anxiety at best, and a conviction that they have to cave in and slash their fees at worst. You can easily overcome those price objections – and convert them into sales by adopting the strategies in this powerful program. Learn how to minimize the impact of price resistance by differentiating yourself from lower priced competitors, proving your value, putting your price in perspective and demonstrating the return you offer for the investment. After this program, you'll view price objections as opportunities, rather than obstacles.

## **+ Set and Get Higher Fees\***

Are you just “busy” – or are you earning top dollar? This program will help you substantially increase the compensation you get for your services. It focuses on the need to differentiate yourself from lower-priced competitors, and communicate your value to your customers. Learn tips and trends in pricing strategies, five keys to earning higher fees, and the most common mistakes designers make in setting their fees.

## **+ MoneyTalk: How to Take the “Pain” out of Pricing**

How to take charge, rather than cover when you quote your prices is what this powerful program is all about. Discover how to take the “sticker shock,” games and guesswork out of your markups, margins and fees. Learn when, how and where to talk about what you charge. Find out how to attach value to yourself, and your services. You'll walk away with the “phrase that pays” – six words that will gain you respect, rather than resistance when you explain your fees.

## **+ Sell Yourself! How to Get Them to Buy from YOU\***

The most important sale you'll ever make is the Personal One! Here's everything you need to know to blow your horn, toot your flute, achieve peak performance, and master basic selling skills through personal promotion. Based on the best-selling book by the same name, the program provides insights on communicating with confidence and marketing yourself as well as your services. It covers networking, differentiating yourself, presenting your proposals, overcoming price objections, closing sales, and getting and staying connected with customers.

## **+ Million Dollar Marketing on a Shoestring Budget\***

Some of the most powerful promotion that design professionals can do costs the least. Some, in fact, costs nothing at all! This program introduces you to the low cost, no cost promotion techniques that will help you market smart. Included are tips on writing articles and columns, economical online marketing, public speaking, aligning with allied professionals, networking, referrals, testimonials, moneysaving marketing materials, and much more. You'll walk away with what you need to know to make a maximum marketing impact for a minimal investment of time and money.

### **+ Free Publicity: How to Get Quoted and Promoted in the Media**

Free publicity is the best advertising that design professionals *can't* buy. This fast-paced presentation provides a step by step approach to getting favorable coverage in print, broadcast and on-line media. Berns, a former journalist for 25 years, explains how designers, architects, window fashion pros, showroom managers and others can get their story in print and on the air. Included are tips on how to develop a media kit; write simple articles, columns, and news releases; and become a regularly-quoted source.

### **+ Earn More, Work Less: Five Keys to Terrific Time Management**

This presentation demonstrates how working smarter – not harder – can help you dramatically increase your profits. Smarter, as in focusing on your MVP (most valuable and productive) activities. Smarter, as in getting compensated for *all* of your time. Smarter, as in sharpening your ability to prioritize and delegate, and accomplish key tasks in far less time. This program gives you what you need to master your time so you can maximize your profits.

### **+ Methods of the Masters: How the ‘Stars’ Do Business**

What's it take to reach the top -- and earn top dollar as a design professional? Hear what the stars have to say about success. The program, based on a coast-to-coast survey of the most successful design pros in America, offers their insights on how to price and promote your services, establish your expertise, overcome price and other objections, double your repeat business and referrals, and much more. You'll walk away with plenty of "do's and don't's," shortcuts to success, and words of wisdom from the very best in the business.

### **+ Dare to be a Different Designer\***

What makes you different? This presentation shows you how to stand out from competitors, develop a truly unique message and communicate it in unique ways. Find out how to establish your expertise, make yourself memorable, and promote yourself as an unique, one-of-a-kind design professional. And learn how to overcome negative perceptions and preconceived notions that confront so many designers today.

### **+ Do It Yourself Marketing for Design Professionals \***

Nuts and bolts marketing at its best! Find out how to create a business-building marketing plan and powerful promotional materials, and study marketing strategies that will make the greatest impact on your target market. This program will teach you how to add magic to your message, align with allied professionals, and sell yourself on the Web.

**\* CEU-accredited programs**



# Programs for Industry Partners

Create the "Buzz" that Makes 'Em Buy

Get Designers in the Door...and Coming Back for More

Million Dollar Marketing on a Shoestring Budget

Sell Yourself! How to Get Them to Buy from YOU

## + Create the "Buzz" that Makes 'Em Buy

America's most successful manufacturers and showrooms know how to build excitement. They know how to get designers talking about them. They know how to create a "brand" that clearly differentiates them. This program tells their story, and shares their strategies. Learn how they make a major splash through minor tweaks – in their showroom events, road rep programs, websites, floor displays, focus groups. You'll be convinced that imagination is far more important than money or time when it comes to building a showroom "buzz"

## + Get Designers in the Door...and Coming Back for More

Never before have designers had more buying options. How do you get them to buy from YOU? Doubling your traffic, developing partnerships and long term relationships with designers, presenting your pricing with polish: this powerful program covers all that, and more. Find out how to gain and maintain a reputation for extraordinary customer service. Among your "takeaways" from this program: the Dynamic Dozen list of the best steps you can take to motivate designers to return regularly to your showroom.

### **+ Million Dollar Marketing on a Shoestring Budget**

Some of the most powerful promotion that manufacturers, retailers and showrooms can do costs the least. Some, in fact, costs nothing at all! This program introduces you to the low cost, no cost promotion techniques that will help you market smart. Included are tips on getting quoted and promoted in trade media, economical online marketing, speaking at industry events, aligning with designers through focus groups and advisory boards, moneysaving marketing materials, and much more. You'll walk away with what you need to make a maximum marketing impact for a minimal investment of time and money.

### **+ Sell Yourself! How to Get Them to Buy from YOU**

The most important sale showroom personnel and manufacturer reps ever make is the Personal One! Here's everything you need to know to blow your horn, toot your flute, achieve peak performance, and master basic selling skills through personal promotion. Based on the best-selling book by the same name, the program provides insights on communicating with confidence and marketing yourself as well as your products. It covers networking, differentiating yourself, overcoming price objections, closing sales, and getting and staying connected with design professionals and end users.