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Supercharge Your Sales! Advanced Selling Strategies for Design Professionals

AGENDA FOR DESIGNER PROGRAM

10 a.m.

The New Day for Designers Surviving and thriving in challenging times; Keen competition and choosy customers; The HGTV factor; Great stuff isn't enough

Common Denominators for Success Methods of the Masters; Big thinking, big results; Mastering the basics; The power of focus; "Buy" the hour; Value-added

11:15 – 11:30 a.m. BREAK

Power of the Personal Sale Differentiating yourself; Personal branding; Communicating with confidence; the Million Dollar Moment; Touting the team

Marketing Smart Maximum impact, minimal investment; Making a big splash in person, online and in print; Speaking and writing; Adding "wow" to your website

12:30 p.m. - 1:30 p.m. LUNCH

1:30 p.m.

Managing Your Sales – and Time Higher caliber clients; Closing more sales, more often; Turning single sales into long term relationships; MVP time management

"Supersizing Your Sales" Upselling; The global marketplace; The magic selling questions; Packaging your services; McLaren option; the fast food formula

2:45 – 3 pm. BREAK

Pricing Your Services Setting and getting higher fees; Taking the “problem” out of pricing; Fee justifiers; Turning \$ objections into opportunities; Compensation concepts

What Now? Prosperity planning; Doing what the others don't; Picasso Principle; Tapping into the “truth;” The 1% Difference; Takeaways and commitments

4 p.m. PROGRAM CONCLUDES