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Build the “Buzz” that Makes ‘Em Buy

AGENDA FOR INDUSTRY PARTNER PROGRAM

10 a.m.

New World, New Marketplace The global marketplace; Their challenges are yours; One thing designers *can't* get elsewhere; The designers' dilemma: Why you?

What Designers Want Designer buying habits; Perceptions and pet peeves; Follow up, follow through and other customer service keys; Educational events and tools

11:15 – 11:30 a.m. BREAK

What Designers Need Resources, not sources; Partners, not parties: Showroom support systems; coaching your customers; Selling made simple: showing them how

Get ‘Em in the Door...and Coming Back for More Dynamic Dozen: 12 ways to double traffic; Motivation methods: on-line & in-person; Make yourselves memorable.

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

1:30 p.m.

Masterful Marketing Getting heard above the noise; keys to a killer website; how to get quoted and promoted in the media; Phrase that pays; Speaking up...and out

Power of Partnerships Focus groups and advisory boards; co-marketing campaigns: Business buddies; Mastermind groups; “Teaming” techniques

2:45 – 3 pm. BREAK

Methods of the Masters Survey: how the “stars” do business; Resource pages; Road rep programs: Do’s and Don’t’s; How they get and stay in touch; Time management

The Road Ahead Target practice; Avoiding the Terrible Ten Selling Sins; USP: your million \$ word; Takeaways and commitments; Taking and maintaining control

4 p.m. PROGRAM CONCLUDES