



Business by Design

FRED BERNES (www.fredberns.com) 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 professionals and industry partners worldwide how to use self-promotion to dramatically increase sales and profits.

His presentations and coaching sessions for design professionals show them how to make a maximum sales and marketing impact for a minimal investment of time and money.

He 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.

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