

“New Strategies to Avoid Interior Design Fee Fiascos”

Gail Doby, ASID



Welcome to this call about **New Strategies to Avoid Interior Design Fee Fiascos**. This is Gail Doby with Design Success University, and I am looking forward to providing valuable content that you can't get anywhere else. This is such a vitally important topic, and this call will last for about 1 ½ hours.

Here's what you'll learn – the new psychology of consumers, what they're thinking and why, how to address that and strategies to avoid interior design fee fiascos.

Be prepared to take lots of notes, and you will receive the transcript of this call, and access to the webinar recording so you can replay this, too. **We'll also provide the Top 10 Biggest Mistakes Interior Designers Make with Fees** included in this transcript plus all of the questions from our blog, emails to our info account, and our Facebook fan page at a later date – the questions keep coming in and I want to be sure to answer all of them. This has turned into an eBook! We've had over 100 comments and questions so far, so this transcript and session are packed with content.

Please be totally focused on this content because this is crucial to your business success today. Consumer attitudes are changing rapidly with the Internet and the recent financial challenges, and you need to be prepared so you are able to meet the challenges with confidence and clarity.

I will ask you to share your biggest AHAs at the end of this session to be entered in a drawing at the end of the call today for a full scholarship to our Value Based Fee System series with Group Coaching.

I will be sharing information about a class we've offered twice before, our Value Based Fee System and group coaching that is a separate module.

Just to share one success story of one of our first graduates – Sue Moss...she took the class last fall, and on our wrap-up call, she shared that she received a call from a prospect that had interviewed other designers. After she used the questions we taught in the series, by the end of the call, the client said that none of the other designers had asked those questions and that she was the designer they were hiring. Since then, she has gotten two fixed fee contracts for \$20,000 and \$30,000. Her results aren't typical. She's a seasoned designer with 30 years of experience, and she took action and used what we taught her.

I promise that I will give you several great insights and strategies on this call today, and that even if you don't choose to attend our Value Based Fee System series, you'll be more prepared for your new prospects and clients, so be sure to listen through the end of the call.

Some of you are new to Design Success University, so I'll share why I am uniquely qualified to talk about this subject and why you should listen to me today. I am an NCIDQ qualified and ASID professional interior designer, and I've practiced mostly residential interior design for nearly 23 years.

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I have a Finance & Banking degree as well as an Interior Design degree and when I first graduated from college in 1977, I worked for a Fortune 500 company, Armstrong World Industries, in sales and marketing in the home furnishings industry, so I've spent...hate to admit it...33 years working in this field.

I built my interior design firm to almost \$900,000 in revenue in 2000, and there were 8 of us on staff. When 9/11 hit, like most of you are experiencing right now, my firm's business declined significantly. It was a timely opportunity for me to restructure and downsize because I found that I didn't enjoy managing a large staff.

I went back to what I loved which was construction and renovation design for multi-million dollar homes. I have worked with the ultra-affluent for years, and I've struggled with many of the same problems that you're facing right now.

In 2007, I could see how the industry was changing and I started looking for new solutions and answers to some of our most difficult challenges as designpreneurs, and in March of 2008, Erin Weir and I started Design Success University to help you and your colleagues learn what isn't available through most design schools – a practical approach to running a successful interior design practice that is cutting-edge and progressive so you can be more profitable and enjoy what brought you to this profession in the first place – your passion for interior design.

So, why are so many interior designers experiencing challenges with clients and fees today? Here are sixteen reasons:

1. We've been forcing clients to do business our way and we're focused on our needs and wants instead of theirs.
2. Consumers are more cost-sensitive than ever, and an open checkbook makes even the most affluent prospects cringe.
3. Even the wealthiest clients feel awkward about spending ostentatiously when they see their friends and neighbors losing their jobs. They are afraid of appearing insensitive and ostentatious in difficult times.
4. Consumers are worried that you'll take advantage of them financially.
5. Many designers aren't professional in their approach and they hurt your odds of getting a job because of the correct and incorrect assumptions and stereotypes of interior designers.
6. The Internet has made price shopping easy. Your clients can find products on the Internet and buy them without your help.
7. If you're charging a mark-up on products, many consumers don't like it and they will shop you...even the wealthiest ones...because they are less trusting than ever with people that profit from charging for time that they can't monitor. A great book I'd recommend is Speed of Trust by Stephen M.R. Covey.
8. Consumers secretly fear that you will try to sell them more expensive products to make more money. Often, your clients won't discuss this with you and yet they think this in the back of their minds.
9. The Internet makes it easy to check you out and get reviews about you and your business practices. If you've ever had a difficult client relationship, you could find that your previous clients will post negative reviews about you on the Internet.

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10. HGTV has skewed some consumer’s opinions about what it takes to do a job and what a realistic budget and timeframe is. This means you have to work extra hard to educate your clients. I remember hearing Vicente Wolf talk about this years ago at the Denver Design Center. Even with his many years of experience, frequently published work and numerous books, he found that each client required education.
11. Consumers don’t understand what you do and why you charge so much. They don’t value your services the same way you do. Don’t assume they understand the reasons why you charge what you do for your service. It is your job to inform them.
12. Consumers are your biggest competitors...not your colleagues. You will face this more and more, and they are less interested in hiring someone to work on their home if they feel they can do it themselves. You don’t want these consumers as clients.
13. There are options to purchase services online for small fees through large sites and even your competitors. You have to have a strategy for this.
14. The recession and the Internet have changed consumers. When business was easier and plentiful, designers didn’t have to be great at marketing, sales and business. Now it is vital. Many have shut their doors and that is good if you’re skilled at these three areas of your business. If not, you must learn new strategies.
15. Self-esteem is a huge problem in this industry. It is another big reason designers fail...especially with wealthy and difficult clients. It takes savvy, patience, negotiating skills and determination to succeed in the best of times, and without self-esteem, designers fail.
16. Poor communication skills and not asking the tough questions are other problems I see. Many of the problems with clients can be avoided with great qualifying questions and listening skills. People and body language reading is under-rated. Other problems can be prevented by anticipating and understanding potential objections. Take that one step further, and prepare and rehearse your answers.

Some of you have been following this conversation in our ezine, Facebook and our blog, and today, I’ll talk about the **10 Biggest Mistakes Interior Designers Make With Fees** that I shared on these three sites, and I’ll share strategies for how to deal with them if you are offering one of the typical fee structures of hourly rate plus a mark-up. As I mentioned earlier in the call, I will also share why it is so important to consider a **Value Based Fee** for your services.

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10 Biggest Mistakes Interior Designers Make With Fees

#1 Not offering options to an hourly billing structure with a mark-up on goods, and not considering what the client values...a result - 70% of consumers want fixed fees, and only 5.6% of our surveyed designers offer fees this way – disconnect. That’s a big disconnect.

Fears: Clients – runaway bills;
Designers - having clients take advantage or underestimating the time required to do a project.

Strategy: Better qualifying questions.

Why are interior designers reluctant to offer a fixed fee when this is the overwhelming preference of consumers?

- One of the biggest concerns I had was how to manage the client and keep them within the scope of work. What about that indecisive client? What about the one that says, “while you’re at it...”
- Another concern was how to calculate it for a residential project that involved many unknowns.
- It’s difficult to know how to structure it.

Strategy that you must start doing today: Develop a complete list of questions to uncover the potential problem clients. If you’ve experienced problems with clients in the past, the first step is to write down what went wrong and ask yourself why it went wrong. Keep asking yourself this question at least five times and then, come up with one or more questions you can ask to prevent taking on this client in the future or to prevent the conflicts that arise as a result of not addressing this from the beginning.

I recommend getting a journal and spending a few hours on this during the next few days. For example: you need to find out if your clients want to do their own shopping or if they are planning to check prices on the Internet. If you don’t discuss this in the initial conversation, I can promise you that at least one of your clients will become angry during the course of your relationship and potentially fire you if they find a better deal on their own. You must discuss this and share why they should purchase through you from the beginning, or be prepared to let them do some purchasing on their own. If you end up in a conflict over this, you’ve just lost potential revenue, credibility and future referrals. Don’t make this mistake.

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I know. This is a royal pain, but it is part of doing business.

What happens when you don't keep up with time tracking daily? You don't have a baseline for how long it takes to do certain activities. That means it is difficult to estimate time for a project, and therefore estimate budgets. This goes back to Mistake #1. If you aren't tracking your time, you can't manage your time and your time budget.

Also, it leads to scope creep that isn't paid by your clients. You have to be firm with yourself because this is money in your pocket to pay for your children's activities, vacations or employee paychecks. It's also extremely important to have your employees track their time frequently, too.

A few times, I had to tell my employees that if they didn't get their time entered, they wouldn't get their paychecks. When it affects their paycheck, it's amazing how they get it done.

It's like a diet – once you record what you eat, you can see patterns in your eating behavior and how many calories you're really eating.

This is also extremely important for time management, because you can't manage your time if you can't estimate how long it takes to do something. Interesting? This is especially important if you are managing several projects.

Even if you do value based or fixed fee projects, it is vital to track time. For you as a business owner, it is also important to track your marketing and administrative time. Why? It helps you manage the work and identify where you need to make improvements in your time management.

Strategy for tracking your time: I use a combination of my Google calendar, and Studio IT for design projects (Studio Webware is even better because you can update your time from your mobile phone). For DSU time, I make a To Do list with Estimated and Actual time per day on an Excel spreadsheet. It really works for me.

You need to track these time items:

- Phases of projects – how much time you typically spend per type of project so you have an easy time calculating your fees.
- Number of meetings you include per phase of a project and typical length of meetings.

#2 Not tracking your time accurately – you can't manage your business & be profitable unless you know how long things take and where you're spending your time.

Fears: Clients – you billing for time unfairly (trust);

Designers – not being paid, but more importantly, if you're not tracking your time, you'll never be able to set realistic fees and be compensated fairly.

Strategy: Keeping track no matter how you bill – Google calendar – Studio Webware; tracking tips – phases of projects, meetings, job administration, business administration, and marketing.

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- Job administration time – if you are doing purchasing and expediting, you need to know how much time is associated with that.
- Business administration time – how much time you spend with email, telephone calls unrelated to your jobs, filing, organizing, paying bills.
- Marketing time to get jobs – include how much time it takes to do social networking, photography, public speaking, etc.

What are some of the problems that may be encountered?

#3 Not qualifying clients well enough before going to contract – take the wrong clients, believe what they say when they’re on their best behavior and not trusting your gut

Fears: Clients – fears mentioned above must be surfaced before going to contract – you’ll have a higher closing percentage if you do and you’ll earn their trust;
Designers – fear of being nosy – must get over this – this is like a marriage, and it can break up over lost trust and money issues.

Strategy: you must develop better questions and anticipate problems and surface them early before you make your proposal. Explain that it is to protect the client as much as you – educate your client.

- Pricing a project based on a typical client instead of understanding that someone may be indecisive may cost you money, and potentially all of your profit.
- Not uncovering the real buying criteria and jumping to conclusions about what they value may lead you to proposing something that really doesn’t fit what the client wants.
- Not having all decision makers participating in the interview process together leads to potential conflict. The dynamics are entirely different, and you get different stories from each client when you interview separately. What is important to one is a non-issue to the other in some cases. And, the flip side is also true. What is really important and derail your process may not be uncovered in separate interviews. You must have all of the decision makers involved in the initial interviews.
- Not asking the tough questions and having a way to uncover the potential objections and fears that the client might have about your services leads to potential problems. When your clients are feeling stressed, it could be turned on you if you the problems weren’t addressed in the initial interview. Surface the difficult questions about money in the early stages, or you may face challenges later.

Strategy – going back to Mistake #1 – you must anticipate questions, and you know what your typical client needs to know so they can have a happy relationship with you. If you don’t have a thorough list of questions that is updated to address the uncovered possible objections, you will lose potential clients, and you will potentially have problems with those clients. You also need to discuss how the

process of working with you evolves. Educate your clients early and often.

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It's really important to get your prospect's commitment with a retainer or deposit at the very beginning of your relationship. Otherwise, it becomes one-sided with the majority of the benefit on the client's side.

I learned years ago not to start a project without a contract and a check because many consumers don't seem to think it is wrong to ask for your free advice and then never hire you. Some of them invite several designers to their homes to see what they can get for free. Have you ever had this happen? I have.

It's really a shame, but unless we establish, communicate and charge for our value, we will be used as a free resource.

Strategy: Be prepared to request a retainer and contract signature at the second meeting after you've clearly defined the scope of work. Hold this retainer and do not bill against it. Apply it to the last bill. I really do advise that you start thinking about a flat fee because you can complete your billing before the project is done. It's harder with an hourly billing structure, so that is why you need to hold the retainer to cover the last bill. I've regretted the times that I applied the retainer to time bills.

#4 Not being transparent and direct with your prospects and clients – ask and you will receive. You must get commitment from client before starting work.

Fears: Clients – that you'll take advantage of them;
Designers – that you'll lose a prospective client and revenue.

Strategy: Hourly billing, if you continue to work this way, be prepared to estimate your time and set caps, take a retainer, sign a contract, bill on time and every two weeks.

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#5 Not offering tiered pricing and services – you could be leaving money on the table by not offering low, medium and high options. Each of your businesses is different, so you have to decide what that could be for your business, client and each individual offer. Think of a car with the basic stripped down version, mid price and luxury cars. More options...more profit.

Fears: Clients – only offering one option doesn't give them choice and with choice comes the feeling of control;

Designers - losing control of client or not making enough because they select the least expensive option.

Strategy: offer basic services that meet less criteria of prospect – example would be design only; second tier – construction documents and product specifications; third option with job oversight and a killer premium offer – perhaps a concierge level. This is your opportunity to think outside of the box.

The model of offering an hourly fee and mark-up is one of the least effective ways of working with clients today as I mentioned before, so another option is to offer tiered services and break the project into phases.

Even if you offer a fixed fee for your clients, have you considered offering three options so your clients can decide what level of services they want. You will find that they will select the middle or most expensive option when they see the added benefits.

If you don't offer a tiered pricing structure, you're likely to leave a lot of money on the table. Many of these additional offers may take little of your time and add a huge amount of perceived value. Make sure they are aligned with the main offer.

Strategy: Three tiers is best. The lowest tier should be your basic service such as design concept or master plan without drawings. Second tier could take someone through construction documents and product specifications. Third tier could be project coordination and oversight. Be very careful of your wording about project oversight vs. management in your contract and discuss this with your attorney. Some designers run into lawsuits over acting as a general contractor, and your wording must protect you in your contract.

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Your clients are the reason you get to enjoy your passion for design. Something as simple as a box of chocolates or a special box of pastries from a wonderful bakery may just be the perfect touch. You could even include a gift certificate for a service that takes you little time, but is perceived as valuable by your client. And, you could even give them a Sweetheart gift of a second gift certificate for their best friend.

#6 Not WOWing your clients with an unexpected service during your engagement – this bonds you with your clients when they know you care about them more than you care about the business you are doing with them.

Fears: Clients – that you are doing the job for your ego over their wants, needs and desires. **Designer** – that the client won't or doesn't appreciate your skills, expertise and commitment to service.

Strategy: evaluate the real emotional reasons that clients hire you in the first place...they don't have the skills, time or talent to do what you do...they care about what people think about their taste and their expression of their personal style. Make your services WOW them and feel secure, supported and appreciated for themselves. Clients make decisions emotionally, and justify them rationally.

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#7 Not knowing how to present your unique difference in such a way that your prospects choose you over your competitors – if you only express yourself as an “interior designer charging \$100 per hour,” why would a client hire you over someone that charges \$80 per hour?

Fears: Clients – picking the wrong person, or if they pay you more per hour, are they just paying more for the same service and therefore not being wise with their investment; **Designers** – that you don’t have a unique difference and that it is about getting the job to pay the bills.

Strategy: establish your true value and the emotional reason they want to deal with you over someone else – and that may be related to experience which translates to trust which is a powerful motivator for clients. Also, assuming all things are equal and you do the same job as Sally Designer across town, it is the personality and relationship skills you bring that create that instant rapport and connection. If you are too business-like, it will appeal to the men, but not the women.

When you’re competing with other designers for a job, and the only way a prospect can differentiate you is your hourly fee, how will they make a decision?

1. the lowest cost per hour
2. the portfolio they like the best
3. the person they like the best

It could be a combination of all three, and you could lose the job.

The real point is that few designers really know how to handle the conversation about fees. If you haven’t established your differentiating value prior to talking about your fees, and you don’t know the prospect’s buying criteria, you could easily lose to the lowest priced option.

Strategy: Evaluate your true difference and express this in terms of the emotional reasons they would want to hire you. What do you really do for them? You aren’t just an interior designer, you are a transformer of spaces and experiences. Focus on the **experience** they will have with you over other designers.

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My favorite contractor taught this to me many years ago. He can tell when someone will be difficult (pain in the you-know-what), and now he adds a premium to his price for this. Good advice.

Who are the PIBS? You know the characteristics all too well:

- Can't make a decision...have to ask their friends on family design committee
- Huge ego...they know more than you do
- Low self-esteem...want your undivided attention
- Nit picky...nothing is ever quite right
- Demanding...want it yesterday and let you know if you didn't do it quickly enough
- Busy, busy, busy...always on their cell phone and taking calls in the middle of any conversation with you
- Unreasonable...they want you to meet after hours and on the weekends frequently
- Powerful...they want you to kow-tow to them



You know the types...

Strategy: personally, my Ideal Client Profile includes the **personality traits I avoid and the ones I prefer**. The types above take so much energy that it isn't worth it to me to take the jobs. Don't let your fears about needing work overtake your rational mind when approached by these time-suckers...or at least, charge more if you really want to take the job.

I'd rather eat worms!

#8 Not establishing a PIB price for difficult clients – this includes prospects that can't make a decision, have conflicts between each other, huge ego, nit picky, low self esteem, demanding, unreasonable or powerful are a few of mine. I also avoid engineers, doctors and accountants.

Fears: Clients – lack of control or fear of making a wrong decision – looking to make someone else wrong or responsible;
Designers – that the client is right and the need for a job outweighs the stress and emotional cost of a bad job.

Strategy: develop your Ideal Client Profile so well that you can visualize the person/couple you want to deal with down to the demographics, psychographics and technographics. Also identify who you don't want to deal with in terms of traits and values. Once you do this, you'll have a better understanding about selecting the right clients in the first place. Finally, I'd avoid the PIB clients. It's not worth it to me to deal with difficult people.

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#9 Not getting paid for your fees long before the project is over – this is a problem, and especially with time billing, the clients start getting upset if the bills continue to mount and you’re just charging for your time. Many designers face bill negotiations during or at the end of projects. You don’t want this to happen because this is your profit and livelihood.

Fears: Clients – they are worried that you are racking up the bills and you’re not really doing what you’re getting billed for, and they HATE getting nicked and dimed; **Designers** – you’re afraid of not getting paid fairly and getting your last bill, and you’re worried about how the clients will react as they get the series of bills especially at the beginning of the project.

Strategy: structure the payments so you get paid early in the design process for your design work through a retainer and progressive billing. **DO NOT TAKE CLIENTS WHO NEGOTIATE YOUR HOURLY FEE (OR FIXED)! This is a huge red flag.**

Have you finished an incredibly intense interior design project and waited for your final payment for a job well done...and the check never arrives?

A big frustration in this business is getting paid what you’re worth, and sometimes, just getting paid is a challenge. The last invoice is often used to negotiate your fees, or even worse, some clients won’t pay at all.

If you’ve had this happen to you, how can/did/should you handle it?

- Get depressed...maybe you feel that you don’t deserve it and you let it go
- Cry...you might not get the money you deserve, and it could be a large portion of your profit
- Write it off...maybe you feel that you were well-compensated without the final payment
- Get angry and stalk your client...not recommended
- Call your client and ask why you didn’t get paid....try to understand what went wrong and how you can resolve the problem
- Send several bills and include an interest charge – which may or may not be paid without the interest you charged
- Have your attorney write a letter...which may do little or no good and cost you attorney’s fees
- Threaten to take the client to court...if your client was intending to do this anyway, they probably have a history of doing this to others and it won’t help
- Take the client to small claims court...even if you get a judgment, you still may not get paid...and there isn’t anything you can do about it!
- Offer a discount on the final bill...maybe this will work, but it does devalue your services
- Offer a payment plan...one option if the person is having cash flow issues or personal/business challenges

Even celebrity designers face these challenges with celebrity clients that enjoy the feeling of power over others because of their high profile. I can’t mention names, but it happens more than you might think.

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1. Prevention is the first step. Trust your gut. I don't care how much you need a job right now, you can't afford to take bad clients. The stress and potential non-payment isn't worth it.
2. Discuss in your first meeting or two with a client about how you will handle conflicts. They will arise over a variety of things. You must surface this!
3. If you're already in one of these bad relationships, fire the client and get out with as much as you can.
4. Once a client relationship starts going badly, you need to face the client in a meeting and have a frank conversation before you involve your attorney. It does little good to deal with the problems through legal processes. The communication and trust is already broken.

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Educate your clients before they ever meet you. Start with your website, and even your blog. Provide white papers (informational reports) with information about working with you and why and how you help them.

Feature/Advantage/Benefit. Big pet peeve of mine with designer’s websites: writing about what you do and the services you provide like it’s a shopping list. **UNLESS YOU CONNECT WITH WHAT YOUR CLIENT WANTS AND WHY THEY WANT IT EMOTIONALLY, YOU ARE WASTING VALUABLE MARKETING SPACE!!!** OK...off my soap box.

Ask yourself questions about what you really do for your clients...you are a trusted advisor...**why does that matter to them?** What’s in it for me (WIFM) should be the question you ask yourself when writing copy for your marketing materials and when thinking about your positioning as an interior designer.

Even for the most seasoned interior designers, it takes a new approach and a list of thorough questions to really make sure you've educated your clients thoroughly. You'll avoid lots of stress and financial disappointment when you have a well-rehearsed approach.

Especially now, you need to address the differences in working with you as a professional and someone else. This starts before they even call you.

Strategy: Your website should include information about the reasons to hire a designer and when not to hire a designer and you in particular. Exclusion is a powerful tool to create desire. Instead of being thankful for a call from a prospect, start your conversation with the following: “I may not be the right designer for you. Would it be OK if I asked you some questions to determine if we’re a good fit for each other? Let’s both agree by the end of this conversation that we’ll be very honest with each other because I value your time and mine. It’s really important to have the right relationship because we’ll be working together for a long time and I want it to be fun, rewarding and exciting. Is that OK with you?” You want permission to ask the questions. This is called “getting a series of yeses.”

Here’s another important detail that most designers don’t realize. Most prospects are nervous about calling you because they’re afraid you’ll be critical of them and that you’ll see them as

#10 Not educating your clients well enough – I hear (and I’ve been guilty of this, too) that some of you get frustrated that your clients don’t understand how hard you work for them and that you should be paid more/better. Well...guess what...if the only information a consumer gets about designers is television shows like HGTV and regular television, how will the client know what it is really like in our shoes? They won’t. You have to educate them and that is part of your job. Never assume they understand.

Fears: Clients – that interior designers are flaky, not business –like and they are entrusting us with a lot of money that they’ve worked hard to earn, and that we’ll spend it frivolously; **Designers** – that clients won’t pay us for what we’re worth and that they have a poor image of us as an artist over a professional.

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lacking good taste. It is your job to put them at ease and ask questions throughout the process to determine if they are at ease. OK?

I promised that I would deliver value and strategies to you today, and I hope you feel that I over-delivered on this free webinar. We'll also send you the transcript for this session, and since I won't get to all of the questions and comments on the blog and Facebook, I'll answer them within this document.



Now, I said I'd tell you about our [Value Based Fee System](#) that we're offering and why you want to invest in yourself.

- **"How to Determine Your Value Based Fees"** - with Kathy Alexander – designer for 20 years who started her first project with a \$5,000 fixed fee.
- **"Setting Fixed Fees"** - with Valentina Cirasola – designer for 20 years that uses this approach on construction projects.
- **"Fixed Fees For Happier Clients"**- with Kristi Dinner – Kristi asks some amazing questions to help you avoid client disasters.
- **"Controlling Your Clients For Profit"** - with celebrity designer Vicente Wolf – he has an entirely different approach, and one of the most important lessons you'll learn is how he manages his clients
- **"Customize Your Value Based Fee Offer"**- this is a two hour nuts and bolts session with me. You'll learn how to successfully manage the client interview process, the mindset and practice required, what specific questions to ask before you meet the client in person, what questions to ask during the interview, how to create a three-tiered offer, pricing options and how to handle questions from your prospect that you're not ready to answer. You'll want to listen to this session a few times to get all of the juicy nuggets of information. I'll share all of the secrets and process with you so you are ready to get your first Value Based Fee Project the next time the phone rings.
- **Interview with Sharon Drew Morgen** *"Buying Facilitation® - It's Different From Sales"* - MP3 Recording **(\$79 Value)**
- **"Interior Designer's Top Challenges & Solutions"** with Gail Doby, ASID - MP3 Recording & Notes - **(\$49 Value)**

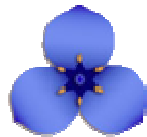
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- **Design Success University's Testimonial Template** by Gail Doby, ASID - **(\$29 Value)**
- **Pricing Strategies Worksheet** – so you can easily figure your pricing for each project - **(\$99 Value)**
- **Client Interview Questionnaire** – just print this and have it in your notebook during the client interview, and better yet, use it in your initial phone interview...you might just get the job without an in-person interview** - **(\$99 Value)**
- **Value Based Fees Proposal Template** – just fill in the blanks and print on your stationery with your normal contract - **(\$149 Value)**
- **This is all valued at \$1,049, and today and through March 7th, we're offering this for \$199 for the entire system.** Our regular price is \$299.
- The reason we have this deadline is that we are offering an **upgrade for group coaching so you can customize your personal Value Based Fee offer and get answers to your specific questions. It is priced separately for \$149** and we wanted to make this combination as affordable as possible. The next group coaching session is starting on **March 22nd** and that's why this is a time-sensitive offer. Group coaching includes 3 live sessions of about two hours each. I will take hot seats to answer specific and individual questions to help you complete your own proposals. I'll answer questions that our class members email in to me between group coaching. I think this is the best value of all and makes the difference between you taking action and being successful vs. you wondering how to apply it and not knowing if you're on the right track and potentially losing a great project. **You'll be able to get the Value Based Fee System without coaching any time for \$299**, but not with the group coaching offer and not at this price.
- If you're ready to learn a new way to run your business more profitably and with less stress, this is it. We've worked hard and we've added more content and benefits than the previous two times we've offered it. It is our very best series, and I hope after this webinar today, that you realize the value of what we're offering based on the free webinar today. The Value Based Fee System will help you establish yourself at a different level than your competitors...you will be in an entirely new league, and this will be your competitive advantage that will give you more profit and less stress doing what you love – you have a full guarantee for thirty days, so you can listen to this great content. I'm really proud of this series and what it can do for you. Truly, this is a great value and one that you'd be crazy not to consider. If you're billing by the hour, this is the equivalent of 2 or 3 billable hours for more than 10 hours of jam packed content with the hard work done for you. If you add the group coaching, that is another 6 hours and when you sign up for that, we'll include the recordings of our current Q & A series, too.
- Just remember, this is only for designers with two or more years of experience. No whiners and don't sign up for this unless you're really ready to change your business and do what it takes. It is not a magic bullet. You do have to make an effort and take action. I am here to help you and support you to be successful in your business.

Here's what you need to do...email your biggest AHA from this session and tell me where you were before this call and what you've learned to apply to your business with your name, email

“New Strategies to Avoid Interior Design Fee Fiascos”

and company name. We will use this in our marketing materials, so if you don't want your name used, don't enter the drawing. You can email info@designsuccess.com right now.



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