



Marketing and Client Relations for Interior Designers

Mary V. Knackstedt

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Discover the latest insights in marketing and client relations

for interior designers

To be a successful interior designer, it's essential to market yourself and your firm effectively. A must-read for interior designers establishing a client base, as well as for seasoned interior designers aiming to grow their businesses, *Marketing and Client Relations for Interior Designers* offers valuable tips on enhancing client relations and building lasting relationships for a growing practice.

This step-by-step manual helps you design the marketing program that best fits your unique practice and provides helpful business forms to help keep you on target, including staff questionnaires, planning guides, and design services outlines.

With insight, simplicity, and uncommon sense, industry expert and author Mary Knackstedt guides design professionals through all aspects of promoting a design business, including how to:

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Design specialized promotional resources, market research, and personal interactions

*

Establish a company profile that attracts clients

*

Find clients who are most likely to want your services

*

Budget marketing efforts accurately to avoid unnecessary expenses

*

Handle complaints diplomatically and with minimum problems

*

Build a better relationship with clients

*

Create proper contracts and letters of agreement

*

Set prices that are appropriate for your services

Brimming with examples and proven strategies from successful, highly profitable firms that make it easy to apply the book's marketing techniques to your own business, *Marketing and Client Relations for Interior Designers* is your design firm's guide for business development, successfully marketing its services and

maintaining long-term customer relationships.

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