

## Design Management Company Educational Programs

FOR TRADE PROFESSIONALS

### Master's Class [0.4 CEU's #30364]

This comprehensive program will provide attendees with all of the necessary tools to grow a business including marketing (attracting desired clients), pricing (how to charge them once found) and selling (the psychology of the buyer's mind). This exciting class is offered in half-day seminars and specifically utilizes the salient points of Lloyd's best presentations.



### Building a Brand: 411 on Marketing

It's not always easy to differentiate one design business from another, unless steps are taken for active marketing. Another problem lies with the belief that getting published will make a career. Marketing is comprised of many elements including Public Relations, Direct Marketing, and the Internet. Rather than wait for referrals, designers will learn how to create new business!

### Deciding What You Are Worth and Charging It

While design professionals know how to design, they do not always understand what or how to charge for their services. Add into this the issues of dealing with long-term clients versus new prospects, and the situation is perfect to lose money. From the time of first contact with a prospect through the final closing of a deal, designers will learn how to determine the best way to charge for their creativity and incorporate it into a solid letter of agreement, with confidence!

### Interior Design and Retail Furniture: Happy Under One Roof

As more national chains offer "free design services" with the cost of a furniture purchase, it is becoming more challenging for independent professionals to make a profit on furniture alone. This program is dedicated to teaching interior designers how to make money doing what they love--design--while capitalizing on retail stores and servicing that market segment as well. Learn how to offer the services that clients need and get them to pay you for your expertise.

### Selling Clients What they Need, Not What They Ask For

Consumers frequently ask for products and services that they think they need, based on a lack of information. When presented with what they have requested, they don't make a purchase. This program will explore the psychology of the sale and teach design professionals how to ask the right questions in order to steer clients towards what they need and will ultimately buy.

### Business Trends Forecast

Find out where the industry is going from a unique business perspective. Learn about The role of design professionals in the future, the influence of retail sales on consumer purchasing and ways to structure your business to stay abreast of changes in the Industry. Ask questions, hear actionable responses, and learn how to make your career thrive!



**Presentations**  
Lloyd Princeton

## New Educational Programs!

### The Intersection of Luxury and Design

Who is the luxury buyer and how can you connect with them? Learn what the difference is between communicating and connecting and what differentiates a luxury good or service from non-luxury items. Learn how to distinguish yourself for this market segment and how best to tailor your marketing message to these sophisticated consumers.

### Power Of PR

Learn about the steps needed to develop an effective media relations campaigns and the results that can be garnered from the investment. Understand which tools are needed to attract media attention and when to apply them for optimal results. See why paid advertising is different than free press!

### Getting to the Marketplace

Do you have a product or service that you want to sell? Learn from an expert about the different methods of distribution in the US and internationally and understand the roles of design centers, showrooms, and outside sales representatives. Ask questions about importing and exporting and get the inside scoop on how to best package your offering for the marketplace.

### China: Friend or Foe?

Considering the flood of technology, internet, and an American frame of mind and leadership—Is China our friend or foe when it comes to investing in overseas product development? Just how soon will it be until China becomes the dominant market player and will it? Listen to, learn from and ask questions of an industry protégé about her experience in product development and manufacturing overseas in China.

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