EDUCATIONAL PROGRAMS

For Trade Professionals

LLOYD PRINCTON

Master's Class
[0.4 CEU's #103304]

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
[0.2 CEU's #103731]

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!

Career and Recruiting Clinic
[0.2 CEU's #SE-10321-100]

Options abound for interior designers at whatever stage they are in their profession – starting out, returning to work, looking to change course, self-employed or working for someone else. Even the most focused and driven interior designers can benefit from taking some time to analyze the directions their careers are heading, to determine whether they're truly on the right path – personally, professionally and financially. If you're looking to work for yourself or someone else, you'll learn the best way to package your talent to flourish in the design industry; if you're looking to hire, you'll learn search and hiring strategies for identifying and securing the best candidates – all from one of the industry's top retained search consultants. Participants are encouraged to bring their resume, portfolios and goals to have them reviewed and evaluated.

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.

A New Conversation—Evolving your Business with the DIY Consumer
[0.2 CEU's #102845]

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Reigniting the Fire within You: Purpose and Passion in Design

Today, designers are finding themselves in the same position as most businesses, trudging through the post-2008 economy. Even as conditions improve, clients seem stuck in a recessionary mindset – one in which they expect, even demand, to get more, but pay less. Whether they've been in the business for years or are just starting out, many designers are looking for a way to reignite the passion they once had for the profession – to go back to the days when being an interior designer was fun. Thankfully, with a few strategies, some financial and some personal, they can.