



# MAURER CONSULTING GROUP

• • • • • Business Strategies for the Design Industry

## Target Market: Interior Design Practitioners



Regardless of your product line or the services you provide to end users through interior design studios and firms, knowing a bit more about interior designers as individual practitioners can be a big piece of your organization's success. Learn who they are and how they operate their business. Find out exactly what it is designers do for their clients and how they want or need to deal with you as a part of the design process. Knowing more about them and how you might enhance your business relationship can provide positive results for both sides.



Interior designers can serve as a strong part of your sales force as well as being a buffer between you and end users. Whether interior designers purchase directly from your organization, through your distributors or just specify your products, they can be strong allies, affect your sales levels and profitability.

### Who Should Attend?

Any company that deals with interior designers as a means to get your products and services in the hands of end users should have their sales force attend. Whether your organization's sales process involves selling directly to end users or to interior designers who then resell to the end user, this program is for you. Anyone interested in enhancing their relationship with this important side of the business will benefit. Join **Terri L. Maurer, FASID** for this informative program to learn more about interior design practitioners, and understand the influence these critical players exert in your business realm.

### Course Objectives:

- ☑ Learn exactly who these strange creatures called 'interior designers' are.
- ☑ Learn exactly what it is these design practitioners do.
- ☑ Learn and understand the challenges that designers face.
- ☑ Learn how you, as an industry representative, can help them meet their challenges.
- ☑ Learn ways to connect with and interact with designers.
- ☑ Learn to build strong, long-lasting, professional relationships that will benefit you both.

### For More Information:

For more information regarding this or other business programs, or to schedule MCG programs for your organization, contact: [speakers@maurerconsultinggroup.com](mailto:speakers@maurerconsultinggroup.com).



**Terri L. Maurer, FASID**

**Terri L. Maurer, FASID**, is president of Ohio-based Maurer Consulting Group (MCG), a strategies group focused on helping clients plan for and implement their unique vision of success. Following a logical path of discovery and development, a road map to your organization's success is created.

NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. Maurer has nearly 30 years of commercial interior design and business experience in a number of different business models.

A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning, marketing and generational diversity.