



# MAURER CONSULTING GROUP

●●●●●●●● Business Strategies for the Design Industry

## Fees For Value Consulting



Are you tired of being asked how much you charge per hour for a project? Based on the answer you give, this is sometimes the first and last question you answer for a potential client. Instead of being considered for a project solely on how much, or how little you charge hourly for services, start thinking and being compensated like a consultant. Learn how to talk with clients about value and base your compensation for services **plus** value. Learn how to transition existing hourly fee clients into a fixed fee for knowledge and value, and ways to handle clients that feel your fees are too high.

Become an interior design **consultant** and be compensated for more than how many hours you spend on a project or what product you sell.

Join **Terri L. Maurer, FASID**, President of Maurer Consulting Group for an in depth look at getting fair compensation for your expertise.

### Who Should Attend?

This program is aimed at designers who have come to realize that they should be earning more than they are and are looking for another, BETTER way to be compensated for using their knowledge and creativity to provide value to their clients.

### Course Objectives:

- Learn ways to be compensated for design work other than on a time-based system.
- Base design compensation on value instead of the hours, days, weeks it takes to complete a project.
- Move out of commodity mode and into the role of a highly compensated consulting specialist.

*“Terri’s advice elevates our trade by emphasizing the importance of interior design as a legitimate and valuable professional service, and encourages designers to join in the art of branding one’s specialization, and to package their fees and expertise to reflect this.”*

Michele McCrary  
former Marketing & Development Director  
Elements of Living Magazine

*“Inspiring! Terri reminded those of us who have been in the business for many years what we bring to the table, and inspired the up and coming designers who need to learn the correct approach.”*

Rona J. Spiegel, ASID  
President  
Lifestyle Interior Designs, Ltd.



Terri L. Maurer, FASID, is president of Ohio-based Maurer Consulting Group, as well as Maurer Design Group, (MDG), a commercial interior design firm whose focus is creating solutions for its clients’ corporate offices, small medical facilities and nursing homes.

Maurer Consulting Group is a strategy firm dedicated to assisting clients in interior design related industries to analyze their past and present situations, and plan strategically for their future growth and success.

NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning and marketing.