



# MAURER CONSULTING GROUP

• • • • • Business Strategies for the Design Industry

## Designing For The Generations



Staying at least one step ahead of your competition is not only a goal, it's a necessity in today's business world. You need to know more and be able to provide better services and products. But with an ever changing marketplace, how do you do that successfully?

You need to constantly be learning everything there is to know about changing trends in the industry and what potential clients want and need. Who makes up today's marketplace? How are they different? How are they the same? What do they value? What are their priorities? Once you know answers to those questions, you can better provide the services and products they're looking for.

Join **Terri L. Maurer, FASID**, President of Maurer Consulting Group for an in depth look at how to identify the four generations dominating the marketplace, and what they value. Discover what they are looking for from you and your competitors.

### Who Should Attend?

This program has been developed to share important information about the convergence of four very different generations into the marketplace. The material will be of value to those seeking an understanding of how to market to and work with – **Traditionals, Baby Boomers, Generation Xers** and the **Millenials** – all viable, potential customers for designers and sales people.

### Course Objectives:

- ☑ Learn to successfully identify the four generations in the marketplace and how they differ from one another.
- ☑ Understand the common influences shared by each generation and how they were affected by important life events and experiences.
- ☑ Identify the values and expectations of each key group
- ☑ Learn to successfully market and sell to each group and turn them into customers once their values and expectations have been identified and evaluated.

*"I've had the pleasure of attending one of Terri's presentations, and she lived up to the expectations. She was engaging and energetic and provided very interesting, thought-provoking information specific to the industry. Terri is very knowledgeable of the subject matter and conveyed it in a professional and classy way."*

Anita Wiech  
Nebraska/Iowa Chapter - ASID



**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. We follow a logical path of discovery and development to create a roadmap to that success. MCG's services include:

- Situational assessment of your firm's past, present and future
- Future visioning and scenario planning
- Brand development
- Business coaching
- Strategic Planning
- Market identity & segmentation studies
- Leadership development

In addition to MCG, Terri is also president of 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.

NCIDQ certified in 1983, Maurer earned a Bachelor 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.