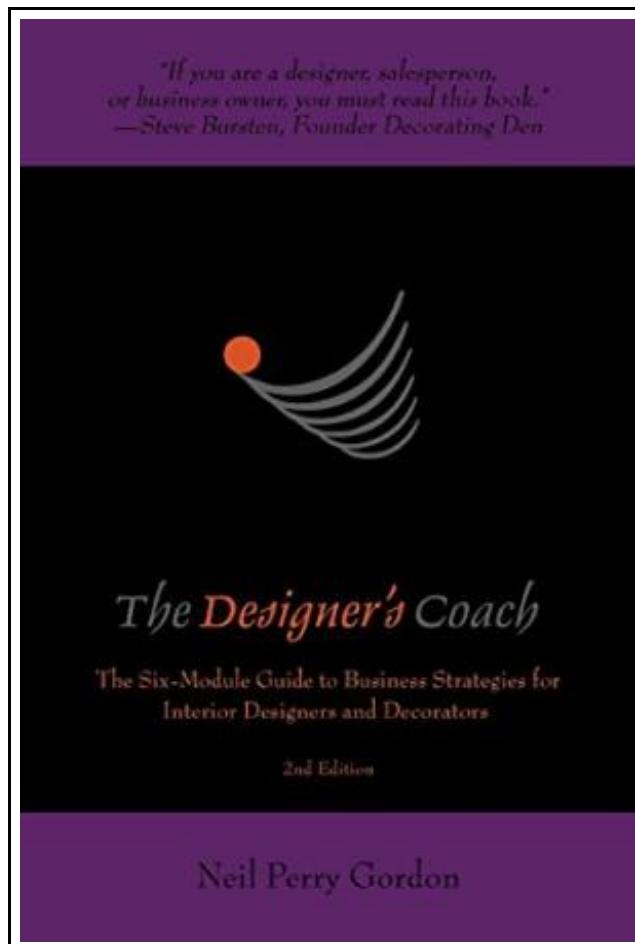


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(Prof. Cindy Paucek I)

THE DESIGNER S COACH: BUSINESS STRATEGIES FOR INTERIOR DESIGNERS AND DECORATORS (PAPERBACK)



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iUniverse, United States, 2006. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Welcome to The Designer s Coach, a coaching and consulting service for the professional in the interior design and decorating business. With over twenty years of experience in the field I would like to provide you with powerful tools in order to grow your business. I have owned and managed Decorating with Fabric, a window fashion and workroom business for the past fourteen years. It is with this real hands-on knowledge combined with my training and certification as a business coach from the Behavioral Coaching Institute, that I present this work to you. It is my deepest and most sincere wish that you find the advice and material inspirational and you make real changes in the way you lead and manage your business. The Leadership Coach-In this first module, we will analyze your strengths and weaknesses of your business. You will create a Strategic Vision, a plan of your ideal business. We will examine your Leadership Competencies through various personality tests and feedback analysis. The Team Coach-In the second module, we will create a Team Chart and learn the value of Position and Vendor Agreements. The Marketing Coach-In the third module, we examine your lead generating systems, and show you how a great referral system can provide you with an endless stream of great leads. We will also look at the effectiveness of your positioning statement. The Sales Coach-In the fourth module, we will develop a great selling and design system. Plus you will learn techniques of managing the mind of your clients. The Satisfaction Coach-In the fifth module, we will create ways that will prevent problems because you will create flawless client fulfillment systems. The Negotiation Coach-Finally...

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