

NORTHWEST  
SOCIETY OF  
INTERIOR  
DESIGNERS

SPECIAL  
POINTS OF  
INTEREST:

- New Board
- June Chapter Meeting
- Las Vegas Trip
- Updated look in the NWSID office

INSIDE  
THIS  
ISSUE:

Boosting Your Sales 1

June Chapter Meeting 1

Las Vegas Trip 3

Letter from the President 4

The Outer Office Has A New Look 4

Embellish Ramp-up 5

New Board

New Members Dues Reminder 6

# NWSID

## Designer Insider

JUNE 2009

### What You Don't Do Can Boost Your Sales

Your biggest obstacle to closing more sales may be ...YOU.

Many design professionals sabotage their success by using sales strategies that don't work anymore. In this era of increased competition -- when it's never been easier to buy elsewhere what you sell -- you can't do business the old way.

That's a theme of the sales and marketing programs I present at design industry events around the world. My goal is to provide ways that design pros can cope in an era when financial hurdles are greater, competition keener and customers more demanding (and knowledgeable) than in the past.

One of the best ways to succeed in these challenging times is to stop engaging in business practices that hinder more than help you in to-

day's marketplace.

Want to boost your sales and income? Then **STOP...**

- **Advertising the old way.** Instead, do what your competitors don't: try your hand at website advertising. Or, capitalize on free publicity, the best advertising that design pros can't buy. The media is very interested in stories by, and about you, and you get visibility and credibility when they run them. In my 16 years speaking to and coaching thousands of design professionals, I have never met one who got a big job from a big paid advertisement in a print publication. Never.



### June Chapter Meeting

Come join us in exploring a treasure of art and design at the

Equinox Studios just a hop, skip and a jump from the SDC.

You will see and meet metal artisans, painters, sculptors, furniture makers, ceramic artisans, photographers and many more in this unique building of art studios. You can't miss this opportunity to see those who can create your design concepts and bring them to life.

**When:** June 16th

**Where:** 6555 5th Avenue South

**Time:** 5:30 - Meeting in Main Lobby

6:00 - Walking Tour with Hors D'orves at each showroom

**Directions:** Parking anywhere on 5th Avenue South  
Enter through garage door, lower level east side of the building

Caption describing picture or graphic.

*“To catch the reader's attention, place an interesting sentence or quote from the story here.”*

Caption describing picture or graphic.

- **Selling “stuff.”** Clients can get nice furniture, fabrics, and window treatments elsewhere, but they can't get you elsewhere. Promote your service and yourself. The most important sale you'll ever make is the personal one.
- **Qualifying.** Why waste time – yours and your prospect's – asking questions that you hope will determine if they can afford you? Disqualifying prospects makes more sense. Inform them that they should look elsewhere if they're seeking the cheapest design service, wall covering, lighting systems, etc. Advise them to hire you if they'd like to work with, say, a color and space planning specialist who is an award-winning designer with 20 years experience serving a variety of clients with a variety of tastes and budgets.
- **asking about “budget.”** Prospects don't have one. They don't have a clue about what design professionals do, or how they work, so how can you expect them to have a realistic idea about what they want to spend on your service? Focus instead on their wish list. Discuss their wants, needs and priorities, then let them know your cost for fulfilling them. That will help them decide and you to know how they'll invest their money.
- **Closing deals.** Your goal, instead, should be to open long term relationships. Your best customers are your current ones. It's much easier, and more profitable to do repeat business with a few good clients, then to try to close single sales with lots of individual customers.
- **Giving away your time.** The most successful design professionals all charge for their time -- all of their time, all of the time. An hourly fee has become an industry standard.
- **Resisting price objections.** View them as what they are: opportunities, not obstacles. They enable you to differentiate yourself from competitors who charge less. In addition, they're buying signals. Studies show your chances of closing a sale are substantially higher when price objections are raised.
- **Apologizing for your price.** You're a unique, one-of-a-kind design professional who saves clients money, time and headaches. You should be compensated accordingly. High-end clients are used to paying top dollar for top service. They question how good you are if you charge too little, and/or are uncomfortable quoting your fees.
- **Working hard.** Work smart, instead. Make the most valuable and productive use of your time, and you can double your income without working longer hours. How? Focus each day only on the 3-5 activities which will generate the most income.
- When it comes to taking your business to the next level, what you don't do may be more important than what you do. Don't do business the old way. Times are too competitive for that. Today, you have to think bigger, market smarter, and attach more value to who you are and what you do. Those simple strategies can and will help you reach a level of success as a design professional that you never dreamed possible.

Fred Berns, the biggest name in the business of interior design, speaks to and coaches design professionals and showroom managers worldwide. He's the author of a new audio training program, the “Superstar Selling System for Design Professionals”, and several other design industry books and tapes. For more information about his coaching services, his books and his monthly ezine, visit his website, [www.fredberns.com](http://www.fredberns.com), call 303-665-6688 or email [fred@fredberns.com](mailto:fred@fredberns.com)



# Come Join Us for Market in Las Vegas



**September 13-16, 2009**

## **Cost:**

3 nights 4 Days at the  
New York New York Hotel  
Round trip air fare  
Shuttle service  
Entrance to world market

**\$375.00**

Double occupancy  
Air fares subject to change

## **Additional individual costs:**

Food & Entertainment

## **Register by July 17, 2009**

For a registration form call nwsid @ 206-763-8799 or  
email @ nwsid@nwsid.net

Visa and master card accepted with a \$12.00  
administrative fee.

## Letter from the President

Fran M Hazel



It's hard to believe that my two year term as president is up at the end of this month.

It has been very rewarding to have served in this position. As of July 1st, Jann Placentia will take on the responsibilities of President for the next two years.

Many things came about during my tenure and I hope that they have helped create a better NWSID for all of us. Some things that came to mind are:

- Our new and upcoming website to be unveiled September 1.
- Keeping our chapter meeting schedule up and running all year long instead of just for 10 months
- A new look for our newsletter and coming to you on a monthly basis
- Our fun little fund raiser "Split the Pot" at our chapter meetings
- Bringing our PRA show back during our kick off meeting in September
- Adding tabletop presentations for our PRA's during chapter meetings
- Revamping our by-laws this summer with the Executive Board that will be coming to you soon to vote on.
- Christmas gift cards to teenagers in need, with the generous giving of all our members
- Five dollar Starbuck gift cards to members who bring in a new member
- A new computer system and upgraded programs to keep us up and running in the 21st century
- A video kiosk to display our members design work and various functions during the year

Many other things have kept our board hopping with all the work that they do. I want to thank each of them:

- Jann Placentia, Bev Bradshaw, Tana Mattson and Chris Colman with our Ways and Means Committee. Their work to bring us such a wonderful evening with Embellish has far exceeded our expectations.
- Jann Placentia as President-Elect. She kept two jobs going at one time on the board and met with me to keep things hopefully running smoothly
- Barbara Kalis as "Member at Large" who has worked so tirelessly on our website. When the site is up and running on September 1, you will see what a great job she has done.
- Karen Lunn-Fisher as our referral coordinator. She's coordinated our referral designers with potential clients who email or call the office looking for a designer. Not an easy job when all is said and done.
- Cara Fleming as Membership Chair who has worked hard at increasing membership and also for all the work she along with Robin Kmet

have done for "Women In Transition".

- Craig Sawyer who has kept a keen eye on our finances working as our treasurer.
- Ann Marie Lauenders who writes endlessly at our board meetings, keeping the minutes up to date. And I must say with all our talking and debating this is not an easy task.
- Paige Canfield has done a spectacular job on our chapter meetings and calling and making sure all will go well when the time arrives
- Patty Koskovich who has a very hard job keeping us up to date with all the advertising we do in the yellow pages and on the web. My hat is off to her, as keeping all the dates and renewals up and running is no walk in the park.
- Holly Davidson for her work with the PRA's and help with many other tasks that came along.

As for me and the future with NWSID, you will continue to see me as the office administrator, and on the board as "Member at Large" I really do enjoy this organization and I'm looking forward to the things that will cross my path in these new positions.

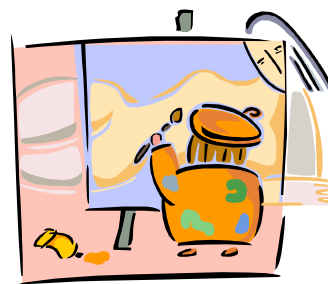
Take care and we will see you at the next chapter meeting.

Sincerely,  
Fran M Hazel

## *The Outer Conference Area Next to the NWSID Office has a New Look.*

With the help and donations of Parker Paint, Queen Anne Painting, L. Greenberg, Designer Furniture Galleries, Jann Placentia, Picture Source, Lighting Universe and Geoff Hazel we now have a conference space that is

freshly painted, with some beautiful pieces of furniture to give us a more pleasurable space to hold meetings. We are so grateful to all of those who helped us achieve this very needed updating.



## *Embellish!”*

### *...Necessary Extravagances for You and Your Home*

Statements Distinctive Tile & Stone was the magical venue for our third annual fundraiser “Embellish!...Necessary extravagances for you and your home” on May 14<sup>th</sup>. This year’s event was more heavily attended than the past two and, given the state of the economy, we feel grateful that we actually made some money for the organization and our charity, Women in Transition.

Our artists displayed their glorious crafts, the Peter Cramer trio provided wonderful jazz, the wine and food were delicious, and the weather cleared up just as we opened for business! We can’t thank Statements enough for allowing us to use their beautiful space. Many, many thanks to all of our stalwart volunteers and to those who donated goods and services to the Silent Auction. We are very grateful for the assistance of Seattle Homes & Lifestyles in helping prepare our postcards and market the event.

The Committee for “Embellish”

Bev Bradshaw Chris Colman Tana Mattson Jann Placentia



## Introducing The Board For 2009-2011



Jann Placentia	President	Bev Bradshaw &	Programs
Autumn Donavan	President-Elect	Tana Mattson	
Craig Sawyer	Treasurer	Kenna Stout	Ways & Means
Shelley Nordlund	Secretary	Chris Colman	Historian
Cara Fleming &	Membership	Cara Fleming &	Women In Transition
Ann Marie Launders		Robin Kmet	
Marketing/Advertising	Heidi Diaz	Fran M Hazel	Member At Large
PRA Rep	Holly Davidson	Richard Landon	Legislative Liaison
Barbara Kalis	Web Liaison		

## Northwest Society of Interior Designers

5701 6th Avenue South #214

Seattle, WA 98108

Phone: 206-763-8799

Email: [nwsid@nwsid.net](mailto:nwsid@nwsid.net)

### Mission Statement

The Northwest Society of Interior Designers is a regional organization of professional interior designers and resource affiliates dedicated to supporting the career development of its members and promoting excellence through peer networking, continuing education and adherence to high ethical standards.

The Puget Sound Chapter board made a decision this month to continue with chapter meetings throughout the year.

We will not be taking a break in the months of July and August. Board meetings and the newsletter will also continue on through the summer months. The board felt that there were many PRA's who wanted to host a meeting, so limiting our calendar did not make much sense.

September will still be our kick off meeting in conjunction with a PRA show.

With this schedule, we hope to bring more educational meetings to you.



# WELCOME

*David Shuler*

*PRA*

*from*

*Seattle Stair and Design*

*Leslie O'Connor*

*PRA*

*from*

*International Kitchens*



## ***DUES ARE DUE***

***You all should have received your dues renewal invoice by now. If for some reason you did not, PLEASE contact the office @ 206-763-8799 or [nwsid@nwsid.net](mailto:nwsid@nwsid.net) Due Date is no later than June 30th. A \$25.00 late fee is assessed after the 30th and a \$50.00 late fee after the 15th of August***