

INDSGN-128: Designer/Client Relationships

Course Description:

Course will focus on presentation, selling and marketing strategies of Interior Design services and solutions. Emphasis is on cultivating and maintaining partnerships with clients and vendors. Students will develop oral, written and graphic presentations for residential and commercial design scenarios.

Total Credits: 3.00

Course Competencies

- 1. Identify an in-depth meaning of Selling**
- 2. Discuss how knowledge of body language and listening skills can improve selling techniques**
- 3. Analyze the steps to the selling process**
- 4. Examine the greeting/approach phase of selling**
- 5. List qualifying techniques used to determine client's needs**
- 6. Describe the Selection process used with clients**
- 7. Evaluate demonstration techniques used in selling interior design products and services**
- 8. Critique closing techniques used in selling**
- 9. Explain the importance of reinforcing the buying decision**
- 10. Explore effective Marketing Strategies**
- 11. Analyze techniques used to develop client relationships**