

# Interior Design Clients: The Designer's Guide to Building and Keeping a Great Clientele

*Thomas L. Williams*

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**Thomas L. Williams : Interior Design Clients: The Designer's Guide to Building and Keeping a Great Clientele** before purchasing it in order to gage whether or not it would be worth my time, and all praised Interior Design Clients: The Designer's Guide to Building and Keeping a Great Clientele:

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Moraru I am an independent interior designer that is just starting out with a small client base, this book plus Starting Your Career as an Interior Designer and Professional Practice for Interior Designers are the Bibles of every young designer starting out. I couldn't thank enough to the authors for sharing their advice and providing an incredible detailed guide. Truly helpful and invaluable! 11 of 11 people found the following review helpful. Best client guide By Alik Papadaki Amazing guide. If there were six stars, I would rate it for sure!!! Helps in better understanding the client and how to best serve his/hers design needs. Clarifies the procedures and the things-to-do. Provides a better environment both for the client and the designer. Helps the designer in providing better services to the clients, in organizing the firm and in avoiding any misconceptions and misunderstandings with the client. Each part is accompanied by examples and the way firms work. Through examples difficulties are presented and solutions are given. Would recommend it to every designer! 6 of 6 people found the following review helpful. The book is a very good guide By gaynor The book is everything I had hoped. I read a bit more every time I get a moment. The information on how to deal with clients will be invaluable as will creating a budget and preparing a presentation. The marketing tips and the letter of agreement will help me considerably (I have learned such a lot and I haven't had time to finish reading yet.

Clients are the lifeblood of any interior design firm and a sound understanding of how to manage those clients is essential. Interior Design Clients is an informative yet fun read for entrepreneurial designers interested in gaining a better understanding of how to build and manage their clientele. Tom Williams, designer, author, and blogger, deconstructs the pitfalls and challenges that can waylay even seasoned designers. As many professional designers learn, clients can be intimidated by interior designers and sometimes can even be fearful of the process. This unreasonable intimidation can often hinder the designer-client relationship and can even stop clients from asking for what they want. This leads to clients being unsatisfied and then walking away with a negative impression of their designer. Learning why clients fear their interior designer and developing strategies to allay those fears is essential for gaining and keeping a satisfied clientele. Everything from good client, project, and time management to interview techniques and staff and paperwork organization can all lead to making client interaction as rewarding as possible and are important aspects of the business rarely addressed by the interior design community as a whole. Interior Design Clients covers the subjects rarely taught in design schools such as specific presentation and interview skills and how to sell to market. Through frank discussion and practical examples, Williams weaves the art of selling into his lessons on interviewing, presenting, and pleasing the client as a natural part of the design process. Becoming a residential or commercial interior designer is not an easy undertaking, but Thomas Williams's Interior Design Clients: The Designer's Guide to Building and Keeping a Great Clientele provides the fundamental lessons and innovative solutions to help designers succeed in the ultra-competitive world of modern interior design. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

About the Author Thomas L. Williams is the author of 20/20: IFD's Vision for the Future, a series of articles on design and the business of interior design, and has taught business practices for interior designers at Monterey Peninsula College. As a cofounder of Hale-Williams Interior Design, he has drawn on his years of experience with interior design firms to create seminars and multi-day classes for private schools. Williams, along with his business partner, Robert Hale, is the coauthor of Starting Your Career as an Interior Designer. He lives in Carmel, California.