



WINDOW TREATMENT SELLING PROGRAM

One of the most satisfying and profitable selling experiences you can have as a designer is to know how to sell your customer window treatments with *confidence* and *ease*. You may be surprised to learn that the information you are about to read is very similar to your Design for a Living Selling Program materials. As you review this Window Treatment Selling Manual, keep an open mind. Ask questions and share your thoughts. Remember that each step you study is connected to the step before it and the step that follows it. We call this the “commitment process”. Learn and follow this process and you’ll reap the rewards of closing more window treatment sales than ever before.

Regardless if you are a seasoned designer or are new to the business, this manual has been provided to help you become more successful when working with customers who depend on you for window treatment guidance and advice. This step-by-step selling process has been proven to bring positive results for those who follow it. The next step is yours. The motivation and dedication needed to learn and implement the window treatment selling process will be up to you.

Things to Keep In Mind As You Build Your Window Treatment Selling Knowledge

Your Window Treatment Selling Manual is filled with important and valuable information.

Don’t just use it while you’re in a training class. Refer to it often as you build your window treatment business. Make notes in the margins of your manual. Complete the exercises that have been provided for you and add other window treatment information you come across. Use your manual as a place to keep magazine pictures of window treatment styles that you find attractive and useful. Start building your window treatment picture catalog today!

Reference Material • Shelter & Home Magazines • Design Portfolio - Your projects and others from your store • Specialty Publications

What Do *You* Want to Know About Selling Window Treatments?

Before you move forward in your training manual, you should have a good idea of the information that you would like to learn. What are YOUR goals when attending this training class? If you don’t know your goals, how will you be able to measure whether or not you obtained them? Take a minute to list below your own personal goals for wanting to learn more about how to sell window treatments.

Benefits of a Window Treatment Selling Process

This window treatment manual has been written to provide you with instructional information that will teach you effective ways to communicate with your customers and control your selling process. You should realize a higher closing rate and higher sales by following the manual guidelines. By far the most important benefit will be that your customers will be pleased beyond their expectations and you will make customers for life.

Typical Window Treatment Selling & Buying Experience

Window treatments are sold in many stores in your city, from the lowest price discounters to the highest price design studios. Unfortunately for the client, this can be a very frustrating and disappointing process. Typically, a sales encounter will happen as follows:

1. Customer enters store
2. Customer is greeted
3. Customer asks about window treatments
4. Customer is shown styles
5. Customer is shown fabrics
6. Customer is quoted price
7. Customer can't afford window treatments
8. Customer leaves frustrated and disappointed
9. Designer feels frustrated
10. No sale is made **AND** the cycle continues!

The DFL 8-Step Selling Program It's for Window Treatments Too!

You have previously studied the 8-step Design for a Living Selling Program. It's a well-defined process that takes you all the way through your pre-greeting mindset to the point of delivery and follow-up.

As a quick review, list the 8 steps now. Next to each, note the action that best describes each step

STEP 1 _____ - *Preparing*

STEP 2 _____ - *Interacting*

STEP 3 _____ - *Qualifying*

STEP 4 _____ - *Investigating*

STEP 5 _____ - *Creating*

STEP 6 _____ - *Explaining*

STEP 7 _____ - *Finalizing*

STEP 8 _____ - *Valuing*

Unlike *typical* window treatment selling processes, the Design for a Living selling process involves preparing, interacting, qualifying, investigating, creating, explaining, finalizing, and valuing the customer before, during and after a sale has been made.

Customer Concerns – When Silence Is Your Enemy

Do you believe that if a customer doesn't share a concern with you then it doesn't exist?

Don't believe it for a minute!

A concern that hasn't been acknowledged is like climbing a mountain in the dark; your chances of making it to the top are slim to none.

You should have an understanding of what concerns are most common among customers in a buying situation. You'll need to find a way to discuss them in such a way that will put your customers at ease.

Let's say, for example, your customer is interested in a cornice board and panels and sees a style displayed in a magazine. She likes this look but asks if the cornice board can be taller. You tell her that, as it is displayed is very common, and then quickly move on and talk about how pretty the style is and how nice it will go in her home.

It may be true that this customer didn't say anything negative about the style as shown.

Yet the fact that she asked her question should have given you reason to pause. She may have a very specific need based on the particulars of her home and by not taking the time to further understand why she made her inquiry, you have lost the opportunity to learn more about her room and further build trust.

Concerns don't go away unless they're addressed. Remember that silence can be your enemy. Don't avoid concerns, embrace them. You'll be amazed how many of them you can overcome.

Take a few minutes and write down some common concerns your customers may have when buying window treatments.

Were the following concerns on your list?

- **Price** – what something cost
- **Budget** – what a customer is willing to pay
- **Competition** – how you compare
- **Style** – confusion with design

Let's take each of the customer concerns above and discuss them in more detail. The following example involves a customer who has shared her concern about pricing with her designer. Note how the customer is reacting to what the designer is saying.

Price Concern:

Designer says: *"We pride ourselves in offering a large assortment of beautiful window treatment fabrics. Many other designers do not. Part of our pricing is based on the fact that our large inventory will prevent you from having to shop elsewhere to find what you are looking for."*

Customer thinks: That's nice, but I already know what fabric I want and I know that you have it because I saw it on your fabric wall during a previous visit.

Therefore, having a large inventory is not a value to this customer.

Designer says: *"All of our custom window treatments are produced in our workrooms. We pay special attention to detail. The cost of labor these days takes the price of custom treatments to another level. I'm sure you can appreciate this."*

Customer thinks: That's what they said at two other stores I've visited.

If the same things are being done elsewhere, then this doesn't create a special value in the customer's eyes.

Designer says: *"We may be higher in price, but I can assure you that you'll see the difference."*

Customer thinks: I'm not sure I will. I won't be having the same window treatment produced by two different workrooms, so I honestly can't make a comparison. Besides, I don't shop for window treatments often enough to know what differences you're talking about.

The designer is assuming the customer has experience that she doesn't have. The customer can't identify with the value.

In the previous examples the designer attempted to dodge the issue of her customer's concern for pricing by trying to get the customer to focus on other benefits. This designer hasn't learned that by ignoring her customer's concerns, she will not make them go away!

Agree with your customer that price is a concern for most of your customers, regardless of how little or much they invest in their window treatments. Ask her if pricing is a **part** of her concern or if it's her **main** concern. If she replies that the lowest price is her top priority, then be honest. Inform her that your prices may generally be higher for a number of explainable reasons and offer to explain your services to her. If she hears you out, she's left the door open for you to help her justify her spending. If she tells you no, then simply thank her for her inquiry and attempt to assist her with some other project.

A customer who can't find what they value in you isn't a lost sale; you never had the sale to begin with!

Suppose your customer informs you that she places value on being able to negotiate prices and that this is what makes shopping fun for her. In addition, she values a business that gives "extras" away for free. As a result she makes you an offer of \$1500 for a \$3000 dining room window treatment because she "knows" that with your markup you are still making a profit. On top of that, she wants a free center piece for her dining table. You have to give the customer credit! At least she's being honest about what she values and she's being direct when asking for it. Regardless of what a customer values or how they question you to see if you can give it to them, you still have to deal with the situation in a professional manner. The fact is that we don't negotiate prices and you can't give merchandise away for free. In this incident, you will not be able to give the customer what she values the most. You cannot be everything to everybody and this is not only acceptable, it's realistic.

If you can't offer the price-focused customer the lowest price, it's okay if she walks away.

If you don't make an attempt to see if you can assist her with something else, shame on you!

Budget Concern:

Potential home buyer: "I want to buy a house."

Real-estate Agent: "What price range were you hoping to stay within?"

Potential home buyer: "Oh, I don't know, just show me what's available."

Real-estate Agent: "Sure, I will be happy to help you. We'll start at the low end and work our way up to the top. I suspect that with the number of houses on the market now, it should take us about three weeks, eight hours a day, and seven days a week to find something that will please you. How does that sound to you?"

Potential home buyer: "Uh, maybe we should talk about my budget."

If the previous example sounds ridiculous, then ask yourself if you have ever shown a customer merchandise without finding out what his or her budget was first. Obtaining a budget gives you the information you need in order to satisfy your customer's needs. When you ask for a budget, you may want to explain why you're asking. Here are a few suggestions.

- *"Have you given any thought to the amount you would like to invest in your window treatments?"*

- *“Have you ever had someone help you with window treatments before?”*
- *“Have you ever purchased custom window treatments before?”*
- *“What price range would you like to work within for your window treatments?”*
- *“Do you have a specific budget in mind for your window treatment project?”*
- *“Have you thought about what you would like to invest in your window treatments?”*
- *“What part of your decorating budget have you thought about setting aside for your window treatments?”*

The above statements are all good ones and you may even have some of your own. But there’s something missing that could create a negative reaction when you ask the budget question and cause your customer to lose interest. Do you know what it is?

“It” is providing your customer with a reasonable explanation as to why this information is important and that it helps you find the right merchandise, at the right price to satisfy their needs.

Designer: *“Obtaining a budget allows me to present ideas and styles to you that will fit within a price range that makes you feel comfortable. If I don’t obtain this information, I could very well present you with a style that won’t work for you and I will have wasted your time.”*

Competition Concern:

Does this concern make you a little nervous? Well, be prepared to address it and you won’t have to live in fear that your customer is going to bring the subject up one day. First of all, thank the customer for telling you that she is comparison shopping.

Designer: *“Without knowing that you are comparing my products and services to some one else’s, I may have focused on other issues that are less important to you. I appreciate your information. Do you mind sharing with me what comparisons I need to focus on? I’d like to have your business and I’m prepared to make it my goal to please you if I can.”*

Designer: *“As we talk about your desire to have custom window treatments in your home, I feel it’s helpful for me to know how I can focus on issues that are important to you. By the way, please share with me how long you’ve been shopping for window treatments and where you have shopped.”*

Don’t forget that of all the benefits a customer may value, it’s difficult to value anything more than your honesty, enthusiasm and personal attention. Your customer may be able to purchase the same merchandise elsewhere, but make sure she leaves your store asking herself if she could replace your commitment and service.

Style Concern:

Most designers think this customer concern would be their least challenging one to overcome. After all, designing is what designers do don't they?

Before you begin designing, find out more about your customer's concerns about how her windows will look. Finding the right window treatment style is more about knowing your customer than actually selecting the window treatment itself. It's your responsibility to take the lead by asking your customer enough questions to know if she's really concerned about an "ugly" window treatment or if she has had an "ugly" window treatment **buying** experience.

Do you think it's possible that you may have missed an opportunity to sell a window treatment in the past because you were too busy talking about designing the treatment and your customer needed to hear you talk about how you would help prevent her from making a costly buying mistake?

Ask leading questions such as, *"Have you purchased custom window treatments before?"*

Or be direct. *"Tell me how you have gone about decorating your windows in the past."* Find out why she is shopping for window treatments now. Has she had good experiences or horrible ones? Did she feel that someone talked her into purchasing something that she shouldn't have bought? What did her husband think? Was he involved in the decision process?

Aside from assisting your customer in selecting the best window treatment for her home, let her know that your training and expertise will be of great value in making sure that she doesn't make a decorating mistake.

Why Selecting Window Treatment Fabrics & Styles Should NOT Be Your First Step

Customers will be focused on the "fabric" first because after all, that is the basis of the entire project, right? Well, not actually. You already know you have thousands of choices in your studio, and of those, many could work for your client. Do any of the following sound familiar?:

- I have an idea of what I want...can I just look through your books and see if I can find it – It will be faster that way
- My friend has a fabric that I love – it looks like _____ - can you see if you can find it?
- The type/look of fabric will help me pick a style
- The fabric is the most important part – I can't see how we could possibly do this any other way

It's never a good idea to begin the selling process for window treatments by focusing on the fabrics or design styles first. The customer may spend her time or yours focusing on a fabric that will not be appropriate for the treatment she wants. Fabric prices vary greatly and the fabric she selected may not

fit within her decorating budget. Would you draw furniture on your floor plan before you found out how much it cost? Apply the same logic to your window treatments.

The **constant**, non-changing factor in the cost of your window treatment is the price of labor. Your **variable** factor is the cost of the fabric you use in the window treatment itself. Give the customer the style she wants and obtain a price quote on the labor from your workroom. With the balance of the money left over from the customer's budget, **then** select your fabrics and trim.

By using this formula, you will be able to control the price of the window treatment you are creating. You have thousands of fabrics and trims to pick from; it's your job to find the ones that will please your customer and create a beautiful window treatment that fits within her budget.

Needs Analysis – Qualifying

You will find that customers will either come to you specifically needing window treatments or you will uncover their need for them once they begin talking about decorating their room. Don't assume that if the subject isn't mentioned, that the need doesn't exist. When explaining the products and services that you offer, be sure to mention window treatments. When you sketch your customer's room, be sure to ask if window treatments are needed.

If your customer shares a need for window treatments, you should perform your needs analysis just as you do if you were selling furniture. You will need to obtain enough information in order to present the right style and at the right price.

Write down the questions you would like to ask a customer before creating her window treatment.

Did you include how much your customer wants to invest? What about her timeframe? Last, but not least, what priority does her window treatments have with what else is going on in her life?

Budget:

- *How much money are you planning to invest in your window treatments?*
- *Do you have a price range in mind to determine what amount you want to spend on your window treatments?*
- *Have you given any thought to your decorating budget with regard to how much you want to set aside for your window treatments?*

Timeframe:

- *When were you planning to start and finish your window treatment project?*
- *What is your timeframe for having your window treatments completed?*
- *Do you have a deadline or special event that will dictate when your window treatments need to be finished?*

Priority:

- *Are your window treatments going to be an important part of your overall room decorating or do you view them as a secondary concern?*
- *Does your decorating budget allow you to include your window treatments as part of your finished room?*
- *You told me that you need window treatments for decorative purposes and others for privacy. What windows do you consider your top priority?*

If you don't easily obtain answers to your budget, timeframe and priority questions, keep asking your questions in different ways until you obtain the answers you need. Sometimes customers are reluctant to share this information because they don't understand how it HELPS you do your job. The bottom line is that you can't assist your customers without this vital information. Please take the time to explain why you are asking these questions. Once they understand your logic, your customers will be more willing to provide you with the information you need.

Remember the Sketch

A picture is truly worth a thousand words and your sketch is just as valuable. You may not find it useful to sketch your customer's windows before visiting her home, but sketching the room will provide you with conversational information that will help you better understand your customer. This is a vital step during your qualifying.

Qualifying Your Window Treatment Customer

Following is a list of important questions that you may have failed to ask when you were completing your sketching exercise.

Read the questions below and then write down how the answers could help you in understanding your customer's true needs.

1. Have you ever had anyone help you with window treatments before??

Who, what, where, when, & why

If not, why now?

If so, how did it go?

2. How long have you been shopping for window treatments?

3. Where have you shopped?

4. Have you found what you are looking for elsewhere?

5. Why didn't you buy?

6. Have your previous experiences purchasing window treatments been good ones?

7. Have you had any disappointing window treatment purchasing experiences?

8. Do you have any specific concerns that I might address for you?

9. Are there any special details that I should know as I help you with your window treatments?

10. Who will be a part of the decision making when it comes to purchasing your window treatments?

11. If this is the first time you are purchasing custom window treatments, how have you decorated your windows in the past?

12. What do you want your window treatments to do for your room? Decorative only? Functional?

13. Are you adding window treatments to deal with inside or outside temperature?

14. Do you have any particular issues with outside light coming into the room?

16. Is it brighter at certain times of the year?

17. Have you been in the home for a full year to experience all of the seasonal lighting levels?

18. Is there anything that you **do not** like to see on window treatments?

19. Is there anything special that you would **really like** to incorporate in your window treatments?

20. Do you want your window treatments to stand out or blend in?

21. Could I ask you to briefly look at a few window treatment styles? This is not the time to select a style; I just want to verify what appeals to you.

22. Have you had a discussion with your husband yet to see if he has any opinions?

As you can see, there are many questions that should and need to be asked. Are some more important than others? Take a moment and review these questions and then in the left margin indicate if it should be higher or lower on the list.

Explaining Your Commitment Process

You are almost at the point in your conversation with your customer when you can commit to going to her home for a house call. However, you have one more extremely important conversation to have with her. You must explain your commitment agreement so that she will understand and be comfortable with how you will go about creating her beautiful window treatment.

The purpose of explaining your agenda is to inform the customer of your process, to answer any of her questions about the process and to get her agreement and commitment to the process.

Don't be surprised that after you explain your agenda to your customer, she may change her mind about working with you at this time. What has probably happened is that she has realized that you are serious about taking on her window treatment project and she is not quite ready to commit. If this situation occurs, don't panic. Keep in touch with your customer and begin her decorating project when she is ready.

If your customer agrees to the process, then set up your first In-Home appointment. Don't forget however, that if her husband hasn't agreed to the agenda, you'll need to get his agreement and commitment before you pull the first fabric, select the first window treatment style or create your Presentation. So, this agreement might have to happen at your first in-home. All parties who will be a part of the buying decision MUST agree and commit to the agenda before you begin any design work or do any research.

Example of how to explain your agenda:

"It sounds like you are ready to have some help on your window treatments. Let me tell you how this process usually works. I will come out to your home preferably sometime later this week. We will pick a time when both you and "Steve" can be there so that I can learn what is important to both of you. Then from there – once I have seen your space, we will set up a follow up appointment. The next time we meet, I will have one or two treatment styles to show you - the style work not only with your room, but also fit within your budget. I will also have a couple of fabrics to show you. From there, we may be able to select the exact fabric and style we want – or we may need one more appointment to solidify things. This process from start to finish usually takes about a week so, based on today being "June 6th" – we should be able to have your window treatments on order by "the 13th"...how does that sound to you?"

"So, let's look at our calendars and see what will work for all of us...what works best both of you?"

What if the client expresses a desire to “get going” – but husband is unavailable for the in-home appointment?

- Make sure the client understands how important it is that you learn the expectations of both of your clients. Your job is to make both of them happy – not just one or the other. This is not necessarily just about budget – it also has a lot to do with style and color preferences as well.

Don't get too far along in the process before you learn the expectations of both people.

- If you make a decision to move forward without one of the decision makers – realize that you are risking your relationship with that client.

What if this client has already purchased from you – and a window treatment is the “next phase” of the project?

- **Do not assume anything!** Budget, priority or their commitment to you.
- Each project you do with a customer is different – so start from the beginning – the *qualifying* stage.
- Window treatments are notoriously a “sticker shock” item – always proceed with proper information on the customer's perspective – what do “*they*” want to invest... how much do “*they*” think a window treatment should cost?
- If you have not had a lot of contact with the “other” person involved in the buying decision (husband) up to this point – do not assume that this person will put the same emphasis on a window treatment purchase as they have put on their family room furniture. Get *both* decision makers involved early!
- Set up your appointments in advance – even if you have worked with them on other things...this process can **NEVER** hurt you!

The In-Home Appointment – Investigating

1. Your first appointment may last a few minutes or much longer. The goal is to get in and out of the customer's house by using your time wisely. You may already be familiar with her room or you may be seeing it for the first time. Quote your customer a timeframe for how long you think you will be at her house. It allows her to plan her day and helps you not to get sidetracked. Tell them the appointment should be approx. 45 minutes to an hour.

2. During your In-Home visit, you may be meeting the husband for the first time. It's as important for you to meet with him when selling window treatments, as it is when you are selling furniture! Part of your selling agenda requires ALL parties who will be part of the buying process also need to be a part of the planning process.

If there's a chance that the husband is not going to be a part of the planning process, then explain that when you give your final Presentation, he will not be invited. Explain that you are not punishing him for his lack of involvement, but that it's not appropriate to get objections at the final hour from someone who hasn't given you the opportunity to address those objections earlier. When you explain that you will be putting a lot of time and creative energy into your project, most customers begin to understand and appreciate your candor.

This process absolutely must be covered with your client. More deals are lost for this reason than most others combined. Consider these issues and how you would address them:

a) Husband travels constantly

b) She says he "doesn't care" what she does

c) He's a "wheeler dealer"

d) He disregards your need for establishing the budget

e) He disagrees with or won't accept the budget she gave you

3. Always call the day before your In-Home visit to confirm your appointment date and time. Ask if anything has changed since your last conversation. Also confirm that anyone who is going to be a part of the buying decision will present. If not, graciously reschedule your appointment.

4. Inform your customer that you will not be offering any decorating advice when you are in the home. You will be on a fact finding mission only. Once you return to your office, you will gather all of your information and then begin making decorating decisions.

5. Ask the customer to gather any samples or pictures she thinks will be helpful for you to bring back to and use. By requesting this in advance, she will not frantically have to search for it when you're in the home.

6. Remind the customer that you will need one-on-one time with her and her husband. Offer to visit the home when the children have settled down or the parents can schedule some free time. If you've ever had to conduct business with children running around and disrupting your train of thought, then you should appreciate this suggestion.

7. Tell your customer you will be measuring her windows and this will be a rough measurement. You'll send out a professional to measure the windows only after she has signed a proposal signifying that she is going to buy the window treatment. If you send someone out prior to your customer's agreement to buy and she changes her mind, then who is going to pay for the measuring?

8. Inform the customer that you would like to take pictures if she finds this acceptable. 9. While in the home you may need to schedule **one or more** appointments to confirm measurements and/or fabrics and the actual style before final buying decisions are made.

10. Let your customer know that you expect to present your window treatments ideas to her and have the order processed within seven days of your first in-store meeting with her. Then make sure you do it! This is what we refer to as "deal speed". Don't allow time to become your enemy. By sharing this information with your customer, you are again confirming your intent to satisfy her needs and close the sale.

11. Tell your customer what to expect the day of the presentation. The client should understand you expect them to purchase at the time of the final presentation.

12. Provide your customer with a timeframe when she can expect to receive her window treatments and have them installed.

13. Inform your customer that another service you provide is to be in her home when her window treatments are installed to insure her satisfaction.

14. Create excitement with your customer by making her feel important and let her know how much you appreciate and are looking forward to creating beautiful window treatments for her.

Measuring

One of the keys to success in selling Window Treatments is your ability to accurately "predict" the total price for the customer. This can only happen if you are able to produce a set of measurements that closely capture the actual needs of this project. Using the DFL Window Treatment Measuring form will help you get the correct dimensions for the area you are measuring and convey them in a manner that can be understood by your installer and workroom. Prior to actual fabrication, your workroom will be confirming the measurements, however if you can be highly accurate in your measurements the need for price and material adjustments will be far less.

Getting the Quote

As indicated earlier, the selection of the fabric is not the first step in this process. At this point you will have been to the customer's home, done your measurements, and established a direction or understanding of color, pattern, and style preferences.

Getting your quote...the steps to take

1. You have your measurements and your style preference – the first thing to do is fill out the “quote form”.
2. When you submit your quote – one thing that you will need, but do not have, is the repeat of the fabric. You should “estimate” this for the purpose of the quote. For instance – if you know that you are probably going to show your client large floral patterns – than estimate the repeat as being large – 17”- 26”. On the other hand, if you know that you are going to show them solids – than estimate your repeat as being small – 0” – 2”. If you need examples of what common repeats are – look in your fabric books.

******NOTE: Since this is an “estimate” – IF your repeat ends up being different than what you estimated – you need to let your workroom know so that they can make any adjustments.**

3. When you get your quote back – do the math BEFORE you select a fabric for your client.

Here is an example:

Client's budget is \$3500

Labor and installation = \$2150

You need 15 yards of fabric

$\$3500 - \$2150 = \mathbf{\$1350 \text{ left for fabric}}$

You'll need 15 yards so, $\mathbf{\$1350/15 = 90}$

Your client's fabric can be no more than \$90 per yard to meet her budget.

4. You should not show your client a treatment that will be more than 10% over budget without permission. If you have selected a style that is too expensive – than you need to reselect. IF this style is the only one that will work – you should meet with your client and discuss options.

Preparing For Your Window Treatment Presentation - Creating

- Have your final window treatment prepared within the timeframe that you promised
- Call your customer the day before to confirm your appointment date and time. Ask if there have been any changes since your last conversation.
- Confirm who should and will be attending the presentation

- Check to insure that you have all of your tools, supplies, visual aids, drawings, fabrics, trims, etc. for your presentation
- Prepare any paperwork that can be done a head of time; your objective is to close the sale so be prepared to do so
- Once they sit down, thank them for the opportunity to be a part of such a wonderful project, tell them you have worked hard for them and that you know they will love what you are about to present
- As you show your rendering and/or illustrations of their window treatment tell them how your decisions were based upon what they had asked you to accomplish for them.
- Make sure you use the terms features and benefits and use them often
- Be organized, use descriptive words and make your presentation exciting and fun
- Announce proudly that you have given them the decorating look they wanted and that you also came in below their budget
- ASK FOR THE SALE!

Overcoming Objections - Explaining

If your customer voices any objections during your presentation, ask if you can address them after you have given your presentation. If it is important enough and needs to be addressed at that moment, then do so. Minor objections can easily be overcome and should not affect you closing the sale. Major objections may require you to take more time to finish your project to the customer's satisfaction. Here are some common objections. How would you deal with them?

- What if I don't like it when it's installed?

- Can I keep the fabric and picture to show?

• Why is this so expensive?

• What if I just bought the fabric from you and made it myself?

• Do you think this will look good?

• My neighbor has the same thing and it looks a bit outdated now, what do you think?

• Can I borrow the sketch to see if my friend who sews window treatments could do it cheaper?

• How do you clean something like this.....won't it look dirty if I can never take it down and clean it?

• Can this fabric be put in the washing machine?

Closing the Window Treatment Sale - Finalizing

Closing the sale is easy when you have done all of your preparation ahead of time. There should rarely be any last minute surprises or problems.

Think how you will process your customer's order before you give the presentation so that the closing process and the paperwork signing flow smoothly. You now have your customer's money. End your meeting with a thank you and build excitement about the project all over again before you leave the customer's house. Remember they have just paid a good bit of money for something they won't actually see for several weeks. You may be exhausted from all of your hard work, but you can't relax until your customers have departed.

The Window Treatment Installation

You should be communicating with your window treatment workroom to know when your window treatments are ready for installation. In the case of a large purchase, make sure you schedule yourself to be in the customer's home while the window treatments are being installed.

Installation time can be a little stressful for some customers, so utilize your time in the customer's home to get her excited all over again about her window treatments. Smaller purchases such as a set of panels shouldn't require your presence.

You may find that your customer wants to hover over the person installing the window treatments. It's best if you try and distract the customer from doing this. Explain that the installer has to prepare for his presentation too and that you want the customer to enjoy the moment when she sees her finished window treatments for the first time.

If you are going to be in the customer's home for a long period of time while the installation is taking place, she may appreciate it if you had some paperwork to do so that she can go off on her own and not have to play hostess. Ask your customer what makes her feel better and then follow her lead.

Follow-up Responsibilities - Valuing

Your project has been completed, the window treatments have been installed and your customer is thrilled. However, your job is not finished until you have contacted your customer a few weeks after the installation and checked with her once more. Ask her how she is enjoying her beautiful window treatments and what have her friends and neighbors have said? Don't try to sell her anything, focus on her happiness and satisfaction. It wouldn't hurt, however, to mention that you're looking forward to working with her again whenever she's ready to tackle another project!

Your Window Treatment Workroom

Your window treatment workroom and the people who work there should be considered an extension of your business. Let your workroom team know when they have really pleased one of your customers. Thank them for going the extra mile when you needed to ask for a favor.

Write your orders clearly and make your drawings precise. Last, but not least, respect your workroom team and the time and effort they put into your projects. You may have created the idea, but they made it happen!

Repeat Business & Referrals

Just as you would do when you've completed a room decorating project, you'll want to give your customer a few extra business cards and ask them for referrals. When you get a referral, make sure you call your customer and thank them.

Contact your customer's way before the holidays or a special event that you know about to inquire if they want to order window treatments for other rooms in the house. Let them know that you're thinking ahead and looking out for their best interests.

Leave your client with a beautiful, professionally completed room, and more importantly, the fulfillment of their dream!

The concept was to add glass and metal inside the pass-through openings between the office and living room. Remember, window treatments aren't just drapes and blinds.



Window Treatment Quote Worksheet

Customer:	Room:	Today's date:
Total # of treatments	Treatment:	Presentation date:

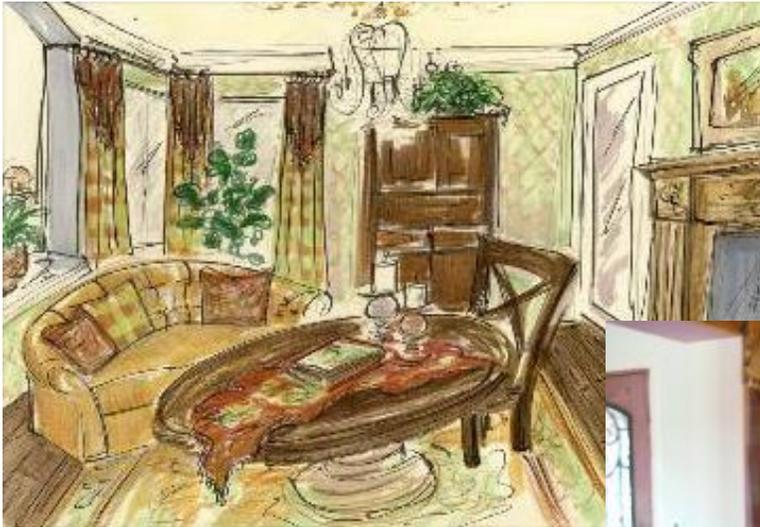
Drawing and Diagram

	Mfg	Fabric	Color	Width	Repeat	Price	Yardage	Extension
1.								
2.								
3.								
4.								
	Hardware Mfg	Hardware	Finish	Size	#	Each		Extension
1.								
2.								
3.								
4.								
	Lining	Interlining						

Labor:	Installation Measure:
	Trip Charge:
Total Labor Costs:	Installation Total:



Drapery workrooms usually will create custom bedding for your clients as well. This guest room looks like a million dollars without really purchasing any furniture.



This is an example of an actual design client. The concept sketch, the drapery quote worksheet and the after photo.

Window Treatment Quote Worksheet

Customer: Strelic	Room: Sitting Room	Today's date: 11/01
Total # of treatments 1	Treatment: 3 single width drapery panels with attached valance	Presentation date: 11/7

Drawing and

Diagram



	Mfg	Fabric	Color	Width	Repeat	Price	Yardage	Extension
5.	Kravet	25889	03	54	0		3	\$513
6.	Wesley Hall	New Market	Spice	54	12" v		12.5	\$1281.25
7.	(trim) Fabricut	Enchantment	Midas	54	0		6	\$315
8.								
	Hardware Mfg	Hardware	Finish	Size	#	Each		Extension
5.	Customers own	Already installed						
6.								
7.								
8.								
	Lining Stock Cream/\$115	Interlining Yes						

Labor: Single width panels with Parisian pleat header	Installation Measure: \$75
Attach a pointed flag overlay valance to the top of panel with tassel fringe on bottom edge	Trip Charge:
Total Labor Costs: \$615	Installation Total: \$75

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