


INTERIORS08
Business Expertise

PROFESSIONAL CONTRACTS
INCREASE
PROFITABILITY

DEBRA BROWNE
A.S.I.D.
SNOWMASS VILLAGE
COLORADO

Sponsored by


**design
manager**



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*Top Ten Ways to Know
That You Are Addicted to
Interior Design*




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**design
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1. You have strong feelings about chairs that recline.
2. You can't go out to dinner without deciding if you like the way the restaurant was designed.
3. If you are hospitalized for anything, you rearrange the gift flowers before you leave for surgery.
4. Your favorite mind puzzle is creating new space plans for remodel.
5. You have strong feelings about Martha Stewart.

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6. You think an installation is like Christmas Day.
7. You take only design-related magazines on vacation with you.
8. When you go to the movies you can spot a Dongia fabric and remember the set down to the paint color.
9. Prior to going to a new couples' home, your significant other whispers to you, "Could you please not touch anything this time."
10. You still dream that the next job will be perfect, with a client who has deep pockets—and no significant other with opposite tastes—and that absolutely everything will come in on time, under budget and without any problems.

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Hey! Hey! Hey!

Take a deep breath of
PROFESSIONALISM!!!!

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PROFESSION

Webster-- A vocation or occupation requiring advance training in some liberal art or science and usually involving mental rather than manual work

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Code of Ethics of the ASID

Members of the American Society of Interior Designers are required to conduct their professional practice in a manner that will command the respect and confidence of clients, suppliers, fellow professional designers and the general public.

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“The work of art assumes the existence of the perfect spectator, and is indifferent to the fact that no such person exists.”


E.M. Forester

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What they don't teach you in design school...



"ART IS 110 PERCENT SWEAT!"



Robert Risking
(US Screenwriter)

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Profitability is directly tied to your ability to anticipate!



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"Few people know how to see...But seeing can be learned..."

Alexandra Stoddard

Open Your Eyes

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Three Books Every Designer Should Own

- Knackstedt—The Interior Design Business Handbook
- Seigel— A Guide to Business Principles and Practices for Interior Designers
- Crawford/Bruck—Business and Legal Forms for Interior Designers

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“All things are clear to those who look with fresh eyes.”

Einstein


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“Before we presume to furnish our clients’ rooms, to echo Thoreau, we must furnish our minds.”

Stanley Ambercrombie



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Discussion Points

- What constitutes a complete contract?
- Review 4 current examples of contracts
- Contract negotiation

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1. Who's Who?
2. Where?

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“Just because you thought you heard what I think I said does not mean that I said what you think you heard.”



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1. Who's Who?
2. Where?
3. What do you want to do?
4. How do you want to do it?
5. Who's responsible?
6. Show me the money!

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Don't play bank for your clients!!




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Be like a duck, unruffled on the surface



paddling like crazy underneath!

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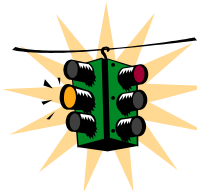
1. Who's Who?
2. Where?
3. What do you want to do?
4. How do you want to do it?
5. Who's responsible?
6. Show me the money!
7. The fine print – “your safety net”

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Proceed with
Caution



1. Who's Who?
2. Where?
3. What do you want to do?
4. How do you want to do it?
5. Who's responsible?
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“In fact, the relative power of two negotiating parties depends primarily upon how attractive to each is the option of not reaching agreement.”

Roger Fisher & William Ury
Getting to Yes: Negotiating Agreement Without Giving Up



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divine design
with Candice Olson

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“I deeply believe that a beautiful décor can have a beneficial influence on our lives”

Albert Hadley

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Professionalism

Present that complete contract and ensure your profitable job!



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