

# Casual Intro for first time call

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When a potential client calls and wants to know about your services, it can be really exciting. This also means that you need to have a plan, and keep your cool, so you don't scare them away by making some rookie mistakes.

#1 Never discuss your fees over the phone or by e-mail. There are too many factors to take into consideration when pricing a job. What if the house needs serious construction or demolition? What if their budget is unrealistic? What if you can't stand their personality and you know it wouldn't be a good fit? These questions are the just the tip of the iceberg.

#2 Remember, this is your first chance to build their trust, and to start your relationship off on the right foot. Listen intently and be understanding.

#3 Act like a professional. Set the appointment as soon as possible (while the excitement is still in the air). Explain your system and what they can expect on this first appointment. Let them know how happy you are to be helping them.

## **Here are some tips for common first time conversations.**

“So tell me a little bit about your project? What rooms are you needing help with?” Keep the conversations loose and natural. They'll be a little nervous at this point.

### **After self-deprecating statements:**

“I know it's frustrating but don't feel bad, decorating your own home is hard for everyone, even me. When you're so close to something, and emotionally attached to the pieces in the room it's hard to visualize it any other way. It's also hard to make big decisions by yourself when you're so emotionally involved with the outcome. I know it can be scary to think of making a mistake, not to mention expensive. I usually have designer friends over to give me advice. You're did the right thing, I'm here to help and I won't let you make any mistakes.”

### **When they ask how you charge:**

“Every project is different. I've found it works best to bundle my fees into design packages. I'll come to the space and get to meet with you so we can talk about all of your needs and what you envisioned for your space. Then I'll evaluate how much time it's going to take to complete the design. I don't charge anything for the initial meeting so we can make sure it's a good fit for both of us. You can give me a tour and I'll ask you a ton of questions, and then I'll assess what works best for your project. It won't take more than an hour and I have my calendar right here, would Tuesday work for you?”

It's *that* simple!