



## Fred Berns

*Business By Design Inc.*  
Louisville, Colorado

Fred Berns is the only award-winning business coach and speaker who trains design professionals worldwide how to substantially increase sales and profits.

Fred presents sales and marketing programs at design centers, marts and conferences around the world. He has been a featured presenter at the Dubai conference of the International Federation of Interior Architects/Designers; the International Window Coverings Expo; Neocon events; and national conferences of groups such as ASID, NKBA, and IFDA. He has also worked with several national home interior franchise organizations.

His blog, [InteriorDesignBusiness.net](http://InteriorDesignBusiness.net), reaches thousands of design professionals. He also regularly writes for a variety of design trade publications, and is the author of numerous business-building books and digital audios for design professionals.

## Supersize Your Success!

It doesn't take magic to earn more and get bigger projects from better clients.

It takes seven simple strategies.

This program provides you with those seven basic sales and marketing methods used by America's most financially successful interior design professionals.

None of these methods require much time or money to master.

Learn how to really differentiate yourself, get clients to buy NOW, overcome any price objections any time, "upsell," and other skills that will help you dramatically increase your profits.

You'll walk away with "how to's" and insights on earning more and working less in these challenging times. (Seminar is 2 hours.)

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