



Building Trust

with technology

Understanding Client Decision Making

WORKBOOK
FOR

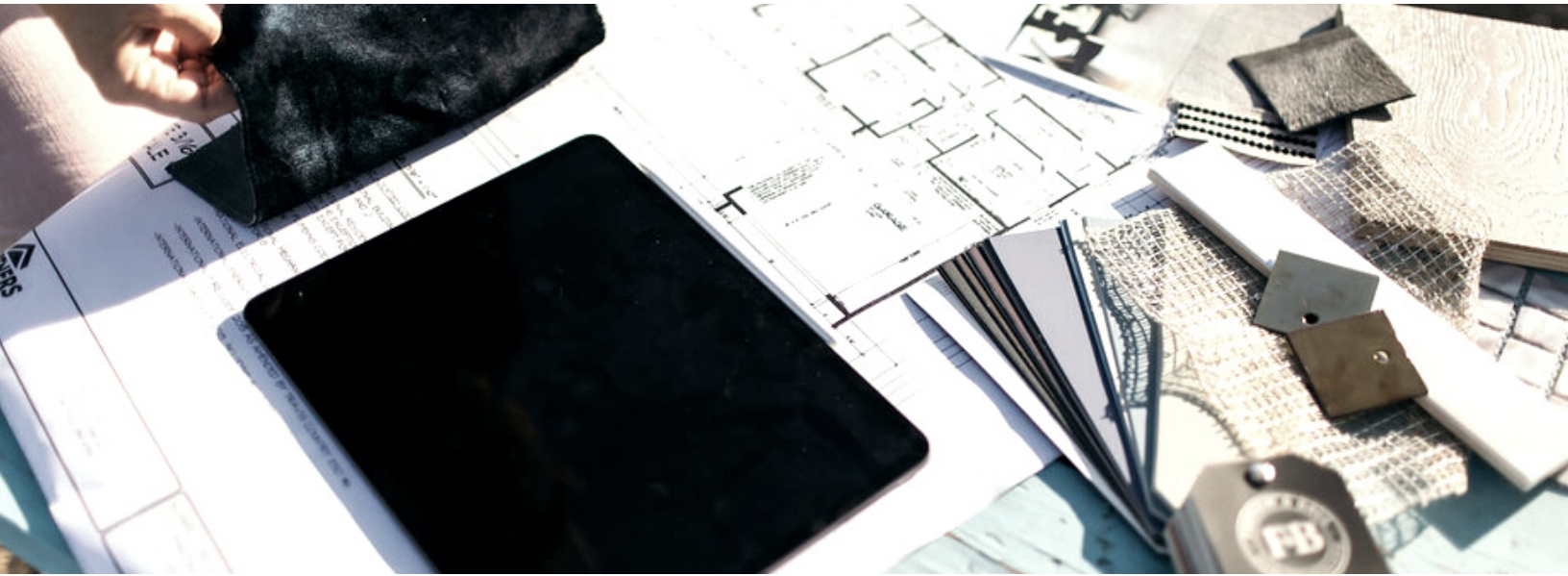
INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

Building Trust with Technology

Technology Trust makers



Not everything should be moved to the back office. Some elements of design need to stay front and center to engage the client and gain their support. If you are on a video call show your hands, show your face and convey your enthusiasm and joy. This helps them to trust you.



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Is your Client a High Earner Not Rich Yet?

H.E.N.R.Y.

100K-250k Single

500K Family Income

Building Assets



Children

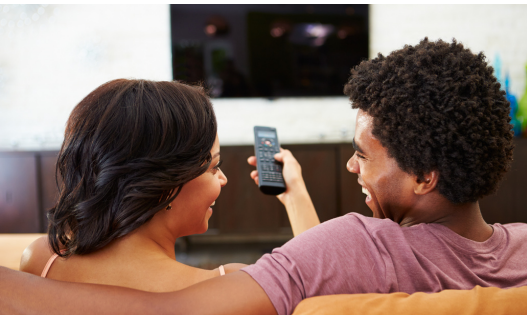
At home or paying for college

Affluent

Can become

Luxury Affluent

Where do they learn about design?



If you have questions or need assistance with your marketing strategies, schedule a time to talk with our experts at www.Kabms.com/Schedule or call us today at 800-516-5773.

Ways to change how you interact with your client to change the outcome of their behavior

What is the problem that keeps your clients from making decisions?

Time

Use 4 hours for client appointment
clients are fulfilled and not interested in coming up with changes

Back to back

Appointments close together
prevent re-teaching selections and make momentum for the project

Familiarity

Use tools that make HGTV style shows happen in real life for the clients

Allow Ownership

Collaborative design ideation provides less desire for change
Time investment solidifies decisions

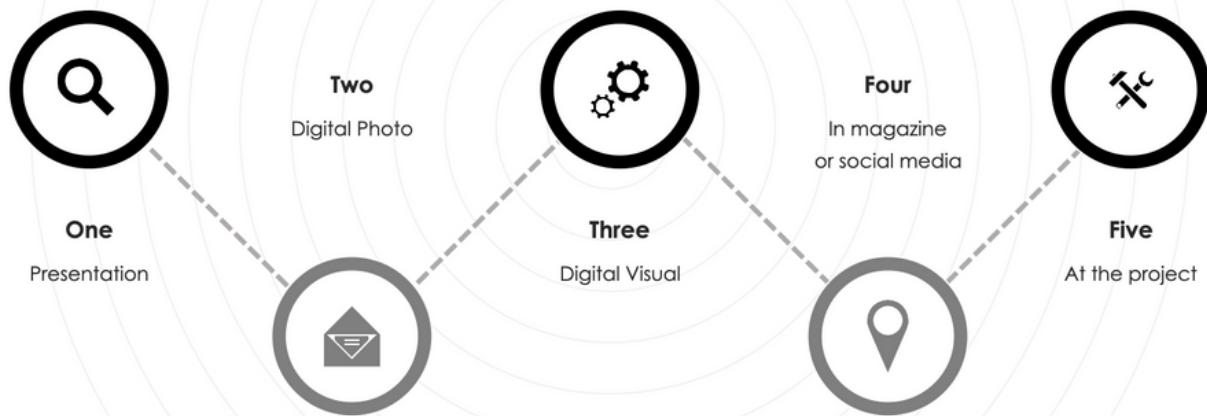
There is security and comfort in repetition

Reiteration is a Persuasion Technique

Marketing rule of 8 : clients need to see something 8 times to know they want it.
Illusionary Truth Effect



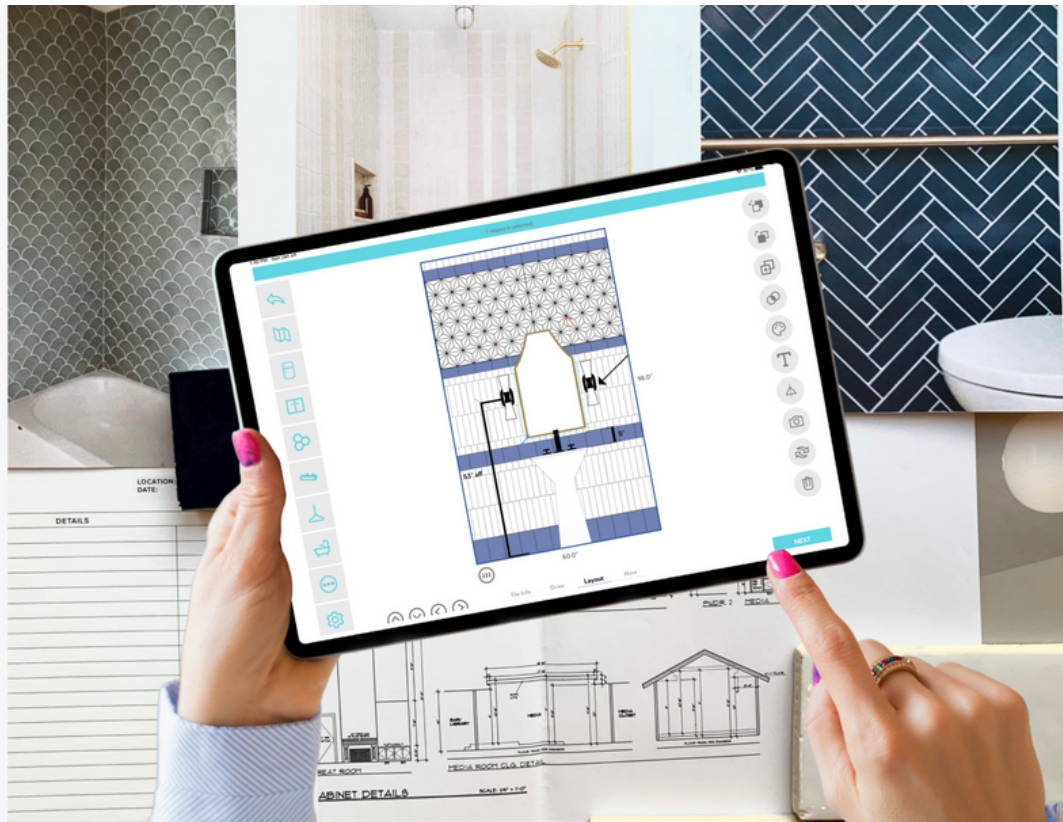
Most design workflows is 5 impressions



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Easily swap out options

Eliminate the excuse: "What is that going to look like?"



Build Familiarity into your appointments

Show a client you are listening ...



6

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Based on the Internal Impacts your clients are facing:

Test some new techniques in client appointments.

Ask yourself:

1. What are some ways you can change your client appointment to feel more collaborative?

2. Why are your clients forgetting everything from the last appointments and now you are starting over?

3. Are your clients not communicating and is someone not the designated decision maker?

What are some external factors that you can change?

How is your client experience?

1. Are you dealing with long lead times between revisions?

2. Does your client understand the value in the budget you are working with?

3. Are they curious why your design fees take so long to do things ?

4. Are they jumping on items to approve them know you gave them the best option?

5. Do they say yes to something when they see it a 3rd time but say no the 1st time?

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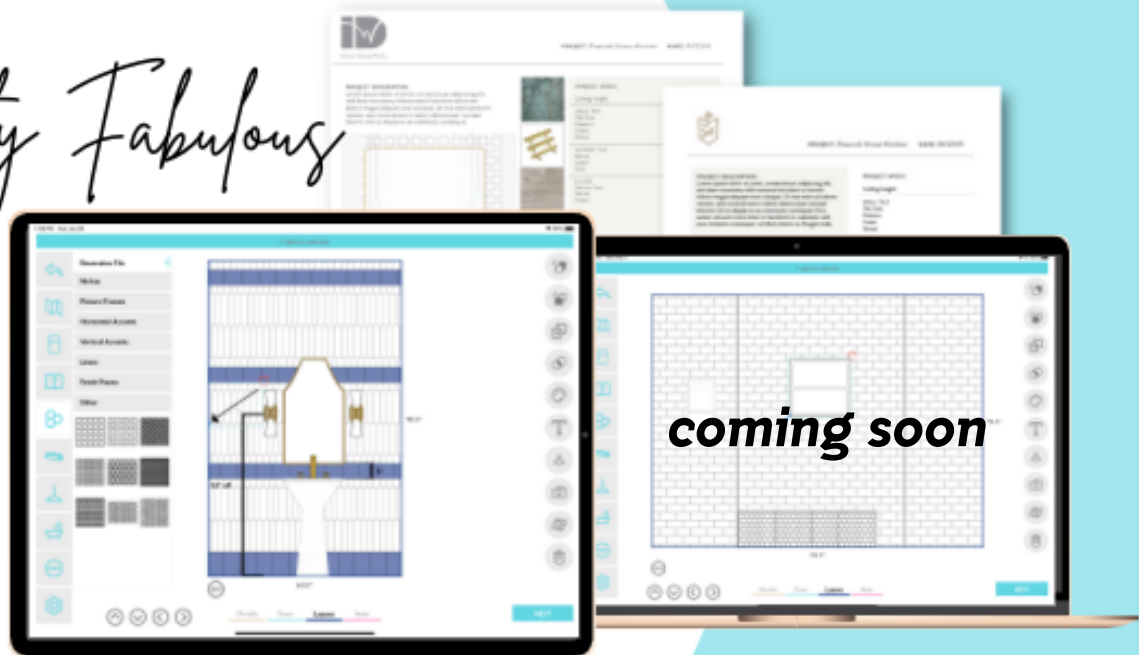
Try Design Appy
Quickly communicate your design ideas.
Easily make changes. Remove the delays.

Lay an iPad on the same surface as the plans and the material, Grab a photo of the space and show the finishes for the design your envision. Don't allow for the excuse: "What is that going to look like?"

Appssolutely Fabulous

*More Features
coming soon*

GET IT NOW!



Available for iPad



Grab the semi-custom home selections
Checklist organized by room.

<https://designappy.com/>

IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



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- Social Media Strategies to Help Grow Your Brand
- Conversion Tools to Close More Clients
- Online Reputation Monitoring and so much more . . .

IF YOU ARE READY TO TAKE YOUR INTERIOR DESIGN OR HOME REMODEL COMPANY TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.

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