

New Event coming soon!

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Past Event!

## **Motorized Shades: Building Client Trust**

### **Empower the Designer Seminar**

**How would you like to strengthen your relationships with prospective clients?**

**What about knowing the most important questions to ask in order to get a better understanding of a client's needs?**

**How about developing specialized knowledge that, when conveyed to clients, will help them better understand your expertise and ultimately result in gaining their trust?**

**Are you tired of giving too much power to your home automation contractor to make equipment decisions on your behalf?**

If you answered yes to any of these questions, you need to attend the “**Motorized Shades: Building Client Trust Seminar**”

taught by Ed Bonisch, an industry veteran with more than 30-years of experience developing motorized window treatment solutions for many of Canada's wealthiest and most demanding

clients. Ed will not only provide you with technical information, but also hard won knowledge about sales, strategies and techniques that will empower you and help you win more design contracts.

In this compact and insightful **90-minute seminar** you will discover:

- The right questions to ask clients when discussing home automation (HA) and motorized window treatments (MWT). The answers to these questions will give you a thorough understanding of their needs and how they can be accommodated.
- How a client's family and lifestyle can affect decisions about the choice of HA and MWT products, and how they would operate.
- How to better assimilate HA and MWT requirements into your overall design plan.
- The basics of HA and MWTs in simple, layperson's terms.
- Industry trends, new technologies and how they will affect your business.

In addition to the valuable knowledge that you gain by attending this unique briefing, we will provide you with a "**Home Automation and Motorized Window Treatment Solution Sales Guide**" that you can use to create better client proposals and win more business.

If you are an ARIDO designer, you can't afford to miss this dynamic and empowering session. The complimentary seminar is **available to selected ARIDO designers by invitation only**. Seating is limited, so please RSVP as soon as possible to Laura Griffith at [Laura@brading.com](mailto:Laura@brading.com) or by phone at 416-488-6600. We look forward to seeing you there.

### **Seminar Details:**

**Cost:** No charge to qualified ARIDO Designers

**Date & Time:** Wednesday June 6, 2012 at 7pm

**Length:** 90-minutes with one 15-minute break

**Location:** 3206 Yonge St., Toronto 2 blocks north of Lawrence

**Complimentary:** Sandwiches and Refreshments served

**RSVP:** Laura Griffith, 416-488-6600, [Laura@brading.com](mailto:Laura@brading.com)