### BUSINESS OF HOME

## Inside the Designer's Mind

How to Become a Trusted Partner to the Trade



### THE RELATIONSHIP GAP

## How would you describe your relationship with the designers you work with?

## How would you describe your relationship with the home furnishings manufacturers you work with?

### WHY IT MATTERS

### "Every project we do is a showroom for the brands we trust."

### INSIDE THE DESIGNER'S WORKFLOW

## "Each vendor has its own system. It's exhausting."

### THE ORDERING MAZE

## "I do every order myself." I can't afford mistakes."













### TOP PAIN POINTS

## Slow or unhelpful reps Outdated technology and websites Thin trade discounts Rigid customer service Poor damage handling and returns

### GREAT REPS = GREAT BUSINESS

## "If my rep leaves, I might stop buying that brand."

### RESPONSIVENESS WINS

## "If you reply within 24 hours, you're my hero."

### TRANSPARENCY BUILDS TRUST

### "Let me tell my client the truth. Don't make me guess."

### TECH FRUSTRATION

## "I shouldn't have to find out that a product is discontinued after I've sold it to my client."

### TECH FRUSTRATION

# "If a portal makes me do more work than an email, I'll just email."

### TECH FRUSTRATION

## "Why can't I see my sofa in the right fabric?"

### PRICING PAIN

## "Don't call it a trade discount if my client can get it too."

### FLEXIBILITY WINS LOYALTY

## "We simply can't open boxes right away."

### DELIVERY DILEMMAS

## "A \$200 replacement could have saved a \$30,000 account."

### THE PARTNERSHIP PLAYBOOK

Empowered reps
Technology and transparency
Flexible policies
Relationship rewards

### EMPOWER THE FRONT LINE

## "My rep makes me feel like my time matters. That's who I want to buy from."

### INVEST IN DIGITAL SOLUTIONS

## "If I can see stock, finishes and lead times in one place, I'll spec your line all day."

### RETHINK TRADE PROGRAMS

## "I don't need another candle. I need trust and profit margin."

### SERVICE AS A STRATEGY

# "They overnighted the part. That one act made me a customer for life."

#### THE PAYOFF

## "When a vendor makes my life easier, I spec them on every project."

### THE PARTNERSHIP MINDSET

## "Designers aren't just customers. We're also your sales force."