

THIS MONTH: **Interacting With Clients: Perfecting Customer Service**

# CREATIVE BRIEF

AMERICAN  
SOCIETY OF  
INTERIOR  
DESIGNERS

ARIZONA NORTH



Wednesday, September 7, 2016

## ASID ARIZONA NORTH CHAPTER EVENTS CALENDAR

[2016 Calendar](#)

## 2016 CREATIVE BRIEF TOPICS

Contact the **CB Editor**  
if you would like to  
make contributions to the  
Creative Brief!

**September:** Online Marketing &  
Business Operations

**October:** Interior Designers and  
Career Path Alternatives

**November:** Preparing for Market

## MEDIA PARTNER Phoenix Home & Garden

[Editorial Calendar &  
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[PHOENIX  
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## PRESIDENT'S LETTER



I hope everyone who attended our 40th Annual Design Excellence Awards Gala enjoyed themselves. Our chapter creates some of the best work in the world and I am proud to call Arizona home. Thank you to all our sponsors and volunteers who made our event the most successful to date.

Design is 10% of a project and 90% customer service. Listening and responding timely to our clients, leads to successful projects. Please take notes from some successful ASID members. They are providing insights into their practices and provide tips for universal business success.

Regards,

Keith Stanton, ASID, NCIDQ  
President Arizona North Chapter

## PHOENIX HOME & GARDEN EDITOR'S LETTER



The 2016 ASID Design Excellence Award Winners are a central focus of the September issue of *Phoenix Home & Garden*. Our annual reveal of the winners in a special section in our magazine, along with our participation in the ASID gala that honors the winning designers, is a cornerstone of our partnership with ASID Arizona North Chapter. This year's entries and winning designs combined cutting-edge innovation with problem solving and expert execution. Whether an entry was of a whole house, a single room or one element, the quality of submissions was high across the board. It was a pleasure to publish such good work!

Another highlight of this issue, which has a focus on innovative design, was the Sedona home created by architects Terry and Justin Kilbane, interior designers Susan Hersker, ASID, and Elaine Ryckman, Allied ASID, and builder Joel DeTar. Truly a castle in the sky, the home opens up to a panoramic, uninterrupted view of the region's famous red rocks formation. Designed to host, pamper and delight up to 16 lucky guests, the home is as luxurious and elegant any resort, but also warm and welcoming.

Karol DeWulf Nickell, Editor  
*Phoenix Home & Garden*

## UPCOMING EVENTS

### SAVE THESE ASID EVENT DATES

#### SEPTEMBER:

**Donuts & Dialogue - Advertising: What Works**  
This Fri, Sep 9th, 7:45-9am, hosted by Think Art Gallery  
[Learn More](#) [Kindly RSVP](#)

**September ASID Chapter Meeting/Volunteer  
Recognition**  
Next Thu, Sep 15th, 5:30pm, hosted by La-Z-Boy Home  
Furnishings & Decor  
[Learn More](#) [Kindly RSVP](#)





**ASID ARIZONA NORTH JOB BOARD**



[CLICK HERE](#)

**WELCOME NEW/RETURNING INDUSTRY PARTNERS**

C.A.I. Designs  
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Accessories  
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Local Member

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Hardware  
Sarah Hildebrandt  
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Local Member

The Stone Connection  
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Karl Lucas  
(602) 258-4176  
Regional Member

Victoria + Albert Baths  
Plumbing/Fixtures,  
Hardware, Furniture  
Karl Lucas  
(602) 258-4176  
Regional Member

**WELCOME NEW & RETURNING MEMBERS**

ASID  
Rachel Simmons,  
ASID

Debra Ann Warner,  
ASID

Allied ASID  
Jen Ramon,  
Allied ASID

**OCTOBER:**

**October ASID Chapter Meeting/Colormix**  
Thu, Oct 13th, 5pm hosted by Alyshaan and Sherwin-Williams  
[Watch for Details/Registration](#)

**Student Kickoff & Vignette Competition**  
Fri, Oct 14th, 5:30-7pm hosted by Jonathan Adler-Biltmore  
[Watch for Details/Registration](#)

**Emerging Professionals/Energizing Practitioners Tech for Designers: Advanced**  
Thu, Oct 20th, 5-6:30pm hosted by Alyshaan  
[Learn More](#) [Kindly RSVP](#)

**December Chapter Holiday Party**  
Sat, Dec 3rd at the Tempe Center for the Arts  
[Watch for Details](#)

**CONTINUING EDUCATION UNITS**

**ASID CEUs - New Year, New Offerings!**

**ASID REQUIRES**

**1.0**

**CEUs BY 12/31/17**

**ACCEPTED CEU PROVIDERS**

Courses approved by the following providers are also approved by ASID:  
\* IDCEC \* AIA \* NKBA \* USGBC/GBCI

Members can automatically self-report courses taken from one of these provider by using the ASID approval code, 31400, and uploading your certificate of completion to IDCEC.

**SUBMIT YOUR ARTICLE, NEWS or ACCOMPLISHMENTS**

**Submit Your Article**

As ASID Arizona North Chapter continues to progress as one of the best chapters in the nation, our goal as a communications committee is to reach out to our members to give them the recognition they deserve. If you have accomplished anything that you would like to submit, you could be our next feature in the Desert Design Magazine (DDM). Please submit your accomplishments to our DDM Editor, Nancy Nease at [Editor.DDM@cox.net](mailto:Editor.DDM@cox.net).



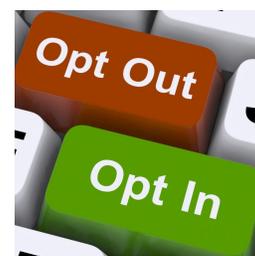
**OPT IN - DESERT DESIGN MAGAZINE**

**Digital Version Now Available**

ASID Arizona North Chapter now offers a digital version of our Desert Design Magazine.

As a member of the Arizona North chapter, if you are currently receiving the printed version but would prefer to only receive the digital, opt in now.

Click here and [Opt In](#) to receive the digital version.



Student ASID  
Carolyn Dike,  
Student ASID

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ARIZONA TILE

## 2016 DESIGN EXCELLENCE AWARD WINNERS

The 2016 Design Excellence Award winners by category are now available on the [Chapter website](#)

### INTERACTING WITH CLIENTS: PERFECTING CUSTOMER SERVICE

In today's Interior Design industry of new home construction and renovations, many clients are prepared to invest top dollar for those design professionals who shimmer like diamonds in the rough. While, the phrase is metaphorical and relates to the fact that Interior Design services are quite ordinary at first glance, it is only realized through exceptional customer service - that their true beauty as "jewels" shine. That is, those who offer the most precious, yet regrettably increasingly rare, benefit of superb customer satisfaction stand out most to consumers.

Skilled Principled Interior Designers within our Arizona North Chapter; Mary Meinz, ASID of MM Design, Janet Brooks, ASID of Janet Brooks Design, and Amy Bubier, Allied ASID of Ab Design Elements all weigh in on how they provide luxury customer service without limitations. And a result sparkle like precious gemstones in the eyes of their clients.



Mary Meinz, who operates a small interior design business gives some valuable insight on how to manage your clients expectations while designing many projects with eight great talking points.

1. Be a good listener (IMPORTANT)
2. Be responsive (answering all client questions within a 8 hour business day)
3. Work from honesty and integrity at all times ("If something is not available or backordered be forth-right by keeping client in the know.")
4. Be creative ("Clients can tell when you are working on their behalf.")
5. Be enthused ("Clients love their designer's enthusiasm because if we are excited, they are in turn excited.")
6. Be timely ("Make every client feel like your business is only about their project.")
7. Be informed ("Stay abreast of current happenings in your profession by going to market, reading journals, keeping up on CEUs.")
8. Be consistent ("What you do for one, do for all clients i.e., scheduling, pricing, creativity.")

Interior designer, Janet Brooks equally caters to her clients' needs with these three important tips

1. Be a good LISTENER ("You can never be too attuned and aware of your client's wishes, both spoken and unspoken.")
2. Have a VISION that leads to cohesive design concepts. As we absorb the architectural style of the home and the dreams of the clients, we begin to visualize what their spaces will become.
3. Be DETAIL ORIENTED, because executing a great design concept is all about dealing with thousands of little details that will make or break the end result. Once designs have been finalized, it's time for the documentation and attention to detail that will ensure the success of the project.

Amy Bubier, who runs her design business as a team of three focuses on three important points for excellent customer service.

1. Avoid 'surprise'. Managing the client's expectations is important and it starts with a detailed proposal that outlines the exact scope of work and list of to-dos.
2. Treat people the way you like to be treated. Good customer service often requires being sensitive to personality types and being flexible, and understanding that our responsibility is to creatively guide, gently recommend, and to be responsive to our client's project needs. I want them to feel positive about the process and our efforts.



3. Customer service means genuinely caring for your customers. A valuable recommendation from Bubier is to keep in touch after the project is complete. "I like to send them an article or a product picture that they would be interested in, or just email and say hello." For Amy, customer service means genuinely caring for her customers.



Transparent highlights from interviewing these designers are: Mary Meinz is completely vested and an action-driven design professional. Janet is energetic and endlessly proactive, ensuring a sense of urgency that her clients can depend on. She constantly strives for perfection, no matter what the endeavor. While, Amy pointed out how she emphasized follow up and follow through in order to avoid mistakes and accomplish deadlines set forth by the collaborative team of contractors, builder and architect.

Collectively each designer suggested that they are treating each client as if they were the only one. This practice of campaigning for clients is generating a much-needed extension to traditional customer service and as a result, their clients are expressing their gratitude both verbally and financially.

Their success is in part because they are experts in: leading and communicating, time management, multitasking, educating, supervising, advising, and teaching, - all while mediating possible arising issues between the manufacturer and sometimes general contractor.

These interior designers are providing elevated levels of action-based consumer service. A BIG thank you for sharing invaluable customer satisfaction tips with our chapter. In the profession of residential interior design, where letter of agreements are signed and money is exchanged, placing the significance not only on our impeccable word and eye for design it is also equally important to showcase customer advocacy. In return it brings large rewards - not just monetarily, but in the form of repeat business, and the greatest of all - the golden referral!

**Danielle Jacques, Allied ASID**

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**CALL FOR CONTENT**

**Calling All Members**

Do you have anything new and exciting to report? Have you accomplished a milestone or received any awards lately? Do you have anything to report on new technology or trends that are relative to the trade? If so, you could be featured in our next news letter!

Contact Danielle Jacques, Creative Brief Editor

or Jasmine R. Dowling, Allied ASID, Arizona North Chapter Communications Director, at [Communications@azn.asid.org](mailto:Communications@azn.asid.org) to submit your updates.



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[www.asidaznorth.org](http://www.asidaznorth.org)

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