

you talk. we listen.



shesaid

DESIGN & BRANDING STUDIO

shesaid.design



The art of selling

shesaid.design

MAY 2021



shesaid is a design and branding studio in the heart of Belfast.

created out of a passion for honest, thoughtful design, **shesaid** is a conversation between you, our client and us.

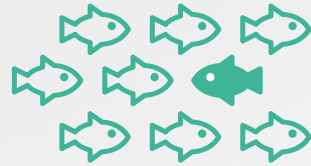
We like to get under your skin. Understand what makes you tick. Know what you want to say. We'll communicate your story in a bespoke and visually engaging way.

you talk. we listen. shesaid.

1. Getting in front of potential customers



Identify clients you want to work with



What's your point of difference?



Have your selling platforms branded and ready to rock

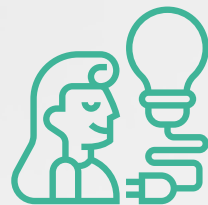


Get out there and sell yourself. Call, DM, email, write, tweet, network

2. How to present yourself and your business



Put your best foot forward



Educate yourself in your clients' businesses



Talk the talk



Walk the walk

3. Techniques for becoming confident



Knowledge +
experience gives
confidence



Training gives
confidence

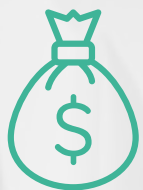


Peers give
confidence



Belief gives
confidence

4. Navigating money



What is the budget?



Work out your rate:
Hourly/daily rate =
Desired wage
+ overheads
+ operating costs
+ taxes

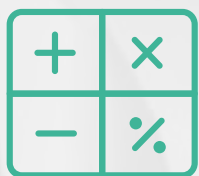


Tier your rates:
low/medium/high
(per sector or per
level of work)

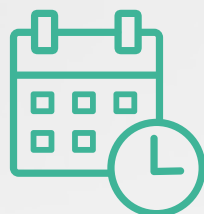


**Value your work,
value yourself**

5. Getting paid



Set up a good accounting system



Set out your terms of payment

30th

Send reminder at 30 days



Ring client or call in person and don't leave without being paid. You've worked hard for it

6. Building good relationships with clients



You're only as good as your last job



Don't sail off into the sunset.

Arrange a debrief with client: did you do a good job? How could you do things better next time?



Be proactive.
Make suggestions of new products/services



Everyone loves a gift now and then.
Whether it's a box of chocs at Christmas or an hours free design time, it's greatly appreciated by clients

7. Tips for young designers selling their work



If your time is your money, work out your hours carefully



If you are just starting out, factor in gaining experience and learning

50%

If you are worried about payment, ask for 50% up front and 50% on completion



Don't forget about paying your bills