



## **ABOUT KEN BAUR:**

Ken Baur is president of KB Consulting, a company specializing in the development of gallery-controlled websites, email marketing, gallery design, pricing strategies, profit analysis and many other services to framers looking to improve their business.

Ken also owns Framing Concepts Gallery, a national award-winning company with three locations serving Northwestern Indiana, and a corporate division serving the business and design industry of Indiana and Chicago. Ken is a frequent speaker at national framing conventions and authors the Retailing column for Picture Framing Magazine.

## **CURRENT SEMINAR OPTIONS:**

### **Websites That Work: E-Marketing as an Effective Marketing Tool**

*Two Hours*

E-marketing is the ability to combine your website, email campaigns, and social media strategies so that they make each other more effective. The goal is to condition customers to rely on your e-marketing program for everything from sales to entertainment. This class presents the key components required to make websites and email the cornerstone of your marketing program. Accomplishing this requires a new focus for your website content and the ability to create and control your site in-house. It also means understanding what kinds of emails get opened and what the role of emails really are in a marketing program. Learn how self-controlled websites are not only possible for every framer, but absolutely necessary for successful e-marketing.

### **Understanding Your Customer: The Psychology of Selling**

*Two Hours*

Ever notice how working with some clients comes much more easily than with others? Sometimes the design process has a pleasurable flow to it and other times it feels like you've never struggled so hard. Personality types play a large role in sales and your ability to communicate effectively. Learn to recognize each type of client personality, devise a strategy to meet their expectations and grow relationships. In addition, we'll discuss why selling custom designed products is so much different than other types of sales and how you can change your focus to improve performance. Finally, learn to handle situations that make or break long term relationships and explore ways to take your service to a level that builds something very rare today -- customer loyalty.

## **On-Site Sales: Grow Business By Going to Your Customer**

*90 Minutes*

Leaving your four walls to find more business is more important than ever. Being able to help people with mirrors, art, and framing in the rooms where they will be installed opens the door for huge opportunity. Learn how to get these chances and make the most of them with a professional on-site program. On-site sales have a higher closure rate, a higher average ticket and lead to repeat business. Learn how you can increase your sales and profitability by going to your client.

## **Competing Against The Big Boxes**

*90 Minutes*

Competing for market share with huge companies is a battle almost every retailer fights and it includes its own set of unique challenges. Being successful involves understanding the strengths and weaknesses of your opponent. Learn how to take advantage of the weaknesses these retailers have while avoiding their strengths. This class contains many great ways to improve your value to your clients, demonstrating that companies with the ability to serve the needs of their customers can become powerful, regardless of size!

## **Marketing for a Cause**

*90 Minutes*

Products that have pink ribbons, heart-healthy red, or are go-green associated are everywhere these days. Cause Marketing is a great way to create quality publicity for your business. In this session, you'll learn the numerous ways to benefit from cause marketing, which include marketing through sponsorship of nonprofit events and charities as well as selling framing products made by companies with charitable associations. This class will also discuss how to create a successful cause marketing program and properly handle donation requests. In addition, you'll learn the types of organizations that work well with framing businesses, as it is very important to display a social conscience in the products you market. People tend to notice when you do good things beyond running your shop, and cause marketing can generate a lot of goodwill in the community while simultaneously attracting new customers.

## **10 Things Your Accountant Hasn't Told You About Being Profitable in the Framing Business**

*2 Hours*

Are you as profitable as you'd like? If you're relying on your accountant to know exactly where your business stands, you may be missing out on the bigger picture. Few business combine retailing and manufacturing like a frame shop does. Ken will walk you through profit margins, pricing, salary costs, marketing investments, and much more and identify key challenges unique to the framing industry. You'll find out which important areas make the most impact on your bottom line and what you can do to improve them. Make your business the best it can be by implementing the many practical ideas covered in this session.

## **SCHEDULING A SEMINAR:**

Seminars for 2012 are now being booked. 2011 was a very busy year and the 2012 calendar is already filling up. Please contact Ken directly for pricing and availability. Thank you for your support.



219-508-7923

Ken@framingbusinessconsulting.com