

ASSIGNMENT 7: PEOPLE SKILLS AND SELF PROMOTION

Read the Chapter: **Promoting the Interior Design Practice** in the textbook Professional Practice for Interior Designers, by Christine M. Piotrowski, ASID, IIDA.

Research how to “influence people”.

READ: [How to Win Friends and Influence People pdf.](#), by Dale Carnegie

Discipline, management and business-mindedness are essential in being an interior designer. However, employing excellent people skills within a variety of contexts, with a multitude of differing personal, cultural and professional perspectives requires mastery of the following qualities:

- **Communication skills:** The most vital people skill for an interior designer, which includes an ability to present oneself to be heard, understood, and valued.
- **Patience:** An essential quality to navigate the myriad processes, moving targets, and fluctuating decisions.
- **Active listening skills:** To hear and understand without judgment, with respect, while garnering trust and comfort for the client. Responses are measured, open-minded, and demonstration detailed comprehension of the client's needs.
- **Coordination:** Efficient and harmonious production and collaboration for/with all stakeholders, while exercising leadership and sensitivity, solving problems.
- **Persuasion:** The ability to sell your ideas, visions, talents and capacities via a strong, convincing argument.

Write a script convincing a potential client to hire you to renovate an empty commercial space to house a dentist's practice. Include your marketing strategies, promotional tools, and record of achievement to persuade the dentist to trust you with his/her business. What do you propose?