



Sales Training Manual

Mastering Sales in the Interior Design Market

CCS
fabric frame®

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Characteristics of the Interior Design Market

With the CCS fabric frame products, we're clearly within the Interior Design Market. This market focuses on enhancing the functionality and aesthetic appeal of indoor spaces. It involves a range of products and services, including furniture, décor, and lighting solutions like the CCS Light Box.



Aesthetic Appeal

Products must not only serve a functional purpose but also align with contemporary design trends and consumer tastes.



Customization

High demand for personalized and customizable solutions to meet unique design preferences.



Quality and Craftsmanship

Consumers prioritize high-quality materials and expert craftsmanship, often willing to pay a premium for superior products.



Brand Reputation

Strong brand identity and reputation play a crucial role in consumer decisions, with trust in the brand's quality and service being paramount.



Sustainability

Increasing awareness and demand for eco-friendly and sustainable products.

May we introduce

The typical interior design customer



Aesthetic Consciousness: They place a high value on the visual appeal and harmony of their living spaces



Customization: Desire for personalized and unique design solutions tailored to their tastes.



Quality and Durability: Preference for high-quality, durable products that justify their investment



Functionality: Focus on practical and functional design that enhances their lifestyle.



Sustainability: Growing interest in eco-friendly and sustainable materials.



Technology Integration: Interest in smart home features and technological integration in design.



Trendy yet Timeless: Balance between contemporary trends and timeless elegance.

Your customer



Interior Design Customers have a Vision for their Home.

Help them bring that vision to
life with CCS fabric frame®

How to understand

what your interior design customer needs



Consultative Approach

Act as a consultant to understand the specific design needs and preferences of your customer.

Ask Questions

Use open-ended questions to uncover your customer's vision and requirements.

Use Visual Aids

Use images, samples, and demonstrations to help your customers visualize the CCS products in their spaces.

How to build

trust and credibility with your customer



Transparency

Be honest about the capabilities, pricing, and timelines of the CCS products.

Expertise

Demonstrate your knowledge and expertise in the interior design market and the CCS products.

Don't just sell – consult!

Your role as a representative for CCS fabric frame® products

Product Knowledge

You possess in-depth knowledge of our Fabric Frames and Lightboxes, including features, benefits, customization options, and installation processes.

Customer Engagement

You engage with potential customers to understand their needs and preferences, providing personalized recommendations and solutions.

Demonstrations

You conduct product demonstrations to showcase the high quality of the textiles and frames as well as the super simple change of motifs.

Relationship Building

You develop and maintain strong relationships with your customers, offering them exceptional service before, during, and after the sale.

Key Responsibilities

Closing Sales

You use effective selling techniques to close sales efficiently, ensuring customer satisfaction and loyalty.

Handling Objections

Your knowledge about the products help you to address and resolve any customer objections or concerns professionally and effectively.

Post-Sale Follow-Up

You ensure customer satisfaction through follow-up communications such as newsletters or discount codes, offering support and encouraging repeat business.

Market Awareness

You stay updated on industry trends, competitor products, and market demands to provide informed recommendations and maintain a competitive edge.

Create Visual Experiences

with CCS fabric frame®

Welcome to the world of CCS fabric frame®

Let us create visual experiences together.



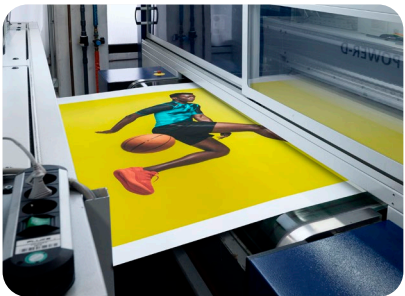
High-quality Craftsmanship

Our well-trained experts from all areas ensure that every component of our products is processed flawlessly and to a high standard.



Handmade in Germany

All our aluminum frames are processed by hand and all textiles are also sewn by hand at our production site in Düsseldorf, Germany. This is how we guarantee perfection.



Over 40 years of experience

Our decades-long experience has helped us evolve textile printing to a new standard with razor-sharp photo quality and vibrant colors!



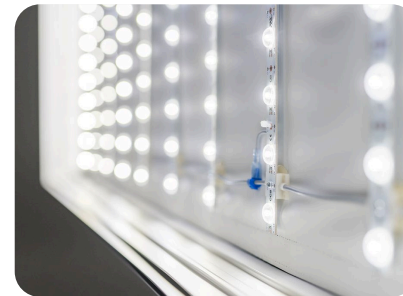
Customizable

Due to our inhouse production, we are able to customize each frame according to our consumers' needs.



Sustainable

We use PET-recycled textiles, water-based inks, and durable aluminum. Furthermore, all our products are sourced and made in Germany.

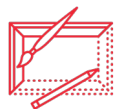


Premium Materials

All materials used for our fabric frames are made to last – starting from the sturdy aluminum all the way to the high-quality LEDs within our fabric lightboxes.

fabric frame®

Transform your walls with our high-quality frames!



Modular and customizable aluminum frames

Each fabric frame® is custom designed and can be powder coated in all RAL colors.



Premium Quality

Our frames are made of 100% sturdy and lightweight aluminum, expanding their longevity to a max.



Vibrant and razor-sharp

Thanks to our dye-sublimation printing process, each motif is sharply printed in vibrant colors.



Easily exchangeable textile prints

The motifs are easily interchangeable to fit every season or personal style change.



Impressive Wall Art

Fabric Lightbox

Light up your living space with our innovative LED frames.



Uniform lighting for vibrant colors

Our innovative and premium LED frames create the perfect ambiance in every room.



Smart technology integration

The light frames can be controlled by either a switch or every smart phone and smart home thanks to a Philips Hue® integration.



Vibrant and razor-sharp

Thanks to our dye-sublimation printing process, each motif is sharply printed in vibrant colors.



Easily exchangeable textile prints

The motifs are easily interchangeable to fit every season or personal style change.



It's a match!

The CCS fabric frame® products meet all needs of the interior design customer.

I'm happy to help!

If you have any questions concerning the CCS fabric frame® products, the brand or the sales process, feel free to contact me anytime.

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