

LET'S TALK ABOUT

# DISCOVERY CALLS

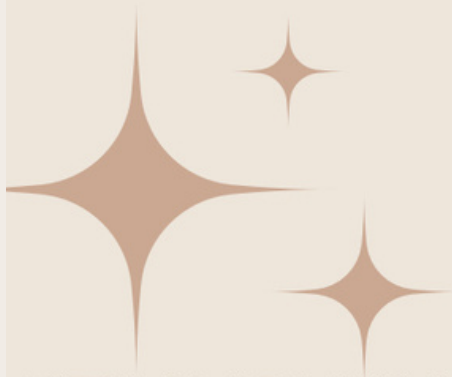
FOR INTERIOR DESIGNERS

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RHIANNON LEE,  
OLEANDER & FINCH

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[WWW.OLEANDERANDFINCH.COM](http://WWW.OLEANDERANDFINCH.COM)



# HEY, I'M RHIANNON

Discovery calls are a tricky thing, on one hand it's the thing we're working so hard to encourage and every call to action is trying to drive more of them, and on the other, it can be completely terrifying in the early days when you actually have to present yourself and ask for the sale.

This is where I come in!

This guide will help you understand what sort of questions are suitable for the discovery call versus the first consultation etc.

Ready? .. Let's get into it.



*Rhiannon xo*

# PURPOSE OF A DISCOVERY CALL.

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THIS CALL IS TO SEE IF YOU'RE A GOOD MUTUAL FIT. IT MAY NOT SEEM LIKE IT IN THE FIRST YEAR, BUT WE REALLY ARE LOOKING TO IDENTIFY ANY RED FLAGS IN THIS CALL, OR PERHAPS IF THE STYLE DIRECTION OR SCOPE OF WORK DON'T ALIGN THIS IS THE CALL WHERE WE CAN HIGHLIGHT THAT.

It's totally fine to refer a client on to another designer or wish them well. Work that you don't take, will leave space for the next call and a perfect fit. Nothing worse than chatting to your dream client, but you're booked out during their timeline with work that doesn't light you up because you couldn't say no. *Trust me*



# PREPARATION.

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ALWAYS MAKE SURE YOU'RE IN THE RIGHT ENVIRONMENT (OFFICE) HEADSPACE OR THAT YOU'VE ALLOWED TIME FOR THE CALL.

## **Make sure you're ready.**

Nothing worse than rushing a potential client off the phone to get to school pick up! It sounds like you're disinterested and it doesn't represent your professionalism well.

## **Know your prices & offers**

Know your prices and service offering. Sounds obvious right? Especially at the start, always have your investment guide open in front of you so that you can quote your rate confidently.

Place a post it in the top left corner, write on it "discounts devalue my worth" and when there is a pause on conversation don't fill it with an offer to make yourself cheaper. Most clients are just taking in so much information. If they are price conscious and want to discuss changes, let them bring it up!

## **Pump yourself up -**

Listen to a fave track just before you call. My personal fave is 'oh happy day' from Sister Act 2 (back in the habit) or anything from Hamilton.

When you feel good, and you're smiling, it's like you can hear it down the phone, not to mention you're already just in a positive frame of mind.

## **Caught off guard?**

My number is on my website and I can't tell you how many calls I've received while my kids are racing around underfoot etc. let it go to voicemail! You won't lose a job over a call back. If you do answer and you're not prepared as above, just let them know you're about to dial in to a zoom and set up a better time that works for you both.

# DISCOVERY CALL SCRIPT (KEY PHRASES)

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## ‘HI (USE NAME) IT’S RHIANNON FROM OLEANDER AND FINCH, IS NOW A SUITABLE TIME TO CHAT?’

‘Great, I was hoping you could talk me through more details about your project, I’m excited to hear how I we can work together’

‘Can you tell me I’m your own words what sort of style outcome you’re looking for? Don’t worry about the terminology or pidgin-holeing your style, I won’t take it literally, just some adjectives or reference will help,me get a starting point to understanding your goals?’

‘What are the biggest challenges you’re having with the project?’ (Listen carefully here for any red flags the way they work with their trades or previous designers etc, the answer to this question can tell you a LOT)

### **Don’t forget to ask**

‘May I ask, How did you originally come across Oleander & Finch?’

Many times this is a referral or word of mouth, if so I always defence the job (example, “oh how is Lucy? I loved working on her Hampton’s ensuite”)

If they’ve been following along in Instagram, ‘after seeing so many mood boards, I’m so excited this one will be for your house.. Have you got any favourites you could send me so I know which ones you emotionally connect with/ it can really help me get a sense of our plans”

If it’s another form of marketing you’ve been exploring (Pinterest, podcasts, workshops, local area marketing etc) make sure you take a note of it as it’s a great way to hear which of your efforts are getting cut through.



# DISCOVERY CALL SCRIPT (KEY PHRASES)

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‘Do you have a budget number in mind for both the specifications and the designer fee?’

If you haven’t decided yet, now is a really good time to get a realistic view of what it’ll cost to have a professional finished look.

‘Will we be selecting all new or will I be working with some existing pieces or choices?’

‘Do you have a specific timeline in mind?’

Have you had a look over the services on my website or would you like me to run you through them?

I always ask this near the end so I can match ONE product to one purpose. Explaining everything you do will confuse and when you confuse.. you loose!

Be careful here - you want to paint a picture of their home retelling the story and solving the problem they’ve explained to you earlier, instead of just explaining your process.

Try to learn a single little spiel for each product but remember to keep it simple and let the welcome pack walk them through the exact next steps once they’ve booked.

Example: “for the scope,of work we’ve discussed it sounds like you could easily get away with the one hour zoom call, this call includes a one hour zoom, finalised mood board, one edit, shopping list and style pack for \$XXX I’ll send you an email with the full investment guide to look over, an invoice and some available dates. If you’re ready to go ahead, you just need to finalise the invoice, and select your zoom appointment time. From there I can send you your welcome pack to take you through next steps and what sort of thing you can prepare for and expect in our consultation.’



# ASK FOR THE SALE



Based on what you've shared, I'm confident that we can work together. Are you ready to move forward?"



"I believe I have a clear understanding of your goals. Shall we discuss the next steps to get started?"



"I'm excited about the possibilities for your project. Are you ready to take the next step and secure your spot?"



"It seems like we're a good fit for each other. How would you like to proceed?"



"I have a few options available that would meet your needs perfectly. Would you like me to walk you through them?"



"Given the scope of work we've discussed, I recommend our [specific package/service]. Would you like more information about it?"



"Based on your timeline and requirements, I suggest the [specific service/package]. It covers everything we've discussed and fits within your budget. Shall we move forward with that?"



"I can see that we're aligned in terms of style and vision. How would you like to proceed with booking my services?"



"I'm confident that I can deliver the results you're looking for. Are you ready to secure your spot on my schedule?"



"After considering your project requirements, I believe our [specific service/package] would be the best fit. Can I provide you with more details?"



# ASK FOR THE SALE



"It sounds like we're on the same page. Are you ready to make this project a reality?"



"I've thoroughly enjoyed our conversation, and I'm excited about the opportunity to work together. Are you ready to move forward and make it happen?"



"Based on our discussion, I have a clear plan in mind to achieve your desired outcome. Are you ready to take the next step?"



"I'm confident in my ability to deliver outstanding results for you. Are you ready to proceed and secure your spot on my client roster?"



"I'm genuinely excited about this project, and I'm confident that I can meet and exceed your expectations. Shall we proceed?"



"I understand your needs and preferences, and I have a solution that fits perfectly. Would you like to hear more about it?"



"I believe I have the expertise and creativity to bring your project to life. Are you ready to start this journey together?"



"I'm thrilled about the potential of working with you. Let's discuss the logistics and finalise the details to get started."



"Based on what we've discussed, I have a tailored plan that aligns perfectly with your vision. Are you ready to proceed with that plan?"

Remember, the key is to be confident, enthusiastic, and demonstrate that you understand the client's needs. Tailor your approach to the specific conversation and client, and always be prepared to address any concerns or objections they may have. What you offer is the way to solve their problem, that's not 'salesy' it's helpful!





# Join the Framework

JOIN THE NEXT ROUND



Are you ready to take your design business to the next level? Do you feel overwhelmed and unsure where to start? Then the First Year Framework is perfect for you!

The Framework is designed to help you do the work that really matters at the beginning of your design journey. With over 40 customisable templates, emails, and documents, you'll save valuable time and resources that you can focus on growing your business.

Each lesson is delivered in a handy, snackable video format, making it easy for you to learn at your own pace. Whether you're mastering the client journey, marketing, accounting, or anything else, it's all covered.

Starting a business is overwhelming, which is why we meet weekly for 1-hour Zoom calls for Q&A's and group mentoring. Our special guests from copywriting experts to media pitching professionals to lawyers will provide valuable insights to help you take your business to the next level. So why wait any longer to make your business dreams a reality?

Join our First Year Framework today and Don't miss out on this opportunity to level up and take your design business to new heights!



WORKBOOK

Join the waitlist

# TESTIMONIALS



SIGNING UP TO RHIANNON'S FIRST YEAR FRAMEWORK COURSE IS THE BEST INVESTMENT I HAVE MADE IN MY E DESIGN BUSINESS. I HAVE COMPLETED HER COURSE AND IMPLEMENTED ALL OF HER RESOURCES AND KNOWLEDGE INTO MY OWN BUSINESS. I NOW HAVE A CLEAR PATH AND CAN SEE A WAY FORWARD, TO OWNING A SUCCESSFUL AND PROFITABLE INTERIOR DESIGN BUSINESS. NOT ONLY IS THE COURSE AMAZING, BUT YOU GET SO MUCH MORE WITH RHIANNON. IF YOU ARE THINKING ABOUT SIGNING UP TO THE FIRST YEAR FRAMEWORK, DO IT! YOU WILL NOT BE DISAPPOINTED!

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I WAS THRILLED WITH HOW MUCH QUALITY RESOURCES WERE AVAILABLE. IT IS A RELIEF TO HAVE THE TEMPLATES SET OUT FOR ME, AS CREATING THEM FROM SCRATCH AS A NEW DESIGNER IS NOT ONLY A HUGE AMOUNT OF WORK BUT ALSO A FAIR BIT OF TRIAL AND ERROR. NOT KNOWING WHAT OR HOW MUCH TO INCLUDE IN THESE DOCUMENTS WAS HOLDING ME BACK AND NOW I HAVE THE RESOURCES TO MOVE FORWARD. BEING ABLE TO VIEW YOUR DOCUMENTS IN NOTION IS REALLY HELPFUL - THEY SERVE AS A GUIDE FOR WHAT TO PUT INTO MY OWN TEMPLATES/DOCS.

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YOU'VE DONE SUCH AN AMAZING JOB AND I FEEL LIKE I HAVE A REALLY CLEAR PATH FORWARD TO START AND SCALE MY BUSINESS OVER THE NEXT 12 MONTHS. I'VE ALSO FOUND THE REFERENCES TO HOW LONG TO SPEND ON PARTICULAR TASKS REALLY USEFUL (I CAN BE A MASSIVE PROCRASTINATOR/PERFECTIONIST SO THIS IS REALLY GOING TO HELP ME IN MOVING FORWARD AND NOT SPENDING WEEKS OBSESSING OVER SMALLER TASKS).