

OLEANDER & FINCH



HOW TO NAIL YOUR VIRTUAL INTERIOR DESIGN CONSULTATION

A guide to taking the lead inside of your zoom call and asking all the right questions to build a client brief.

Welcome!

Thank you for downloading this virtual consultation guide. It has been created to help emerging designers build confidence in virtual zoom call consultations, This can help you take the lead within the zoom call. You may also find it helpful for your clients as it's often the first time that they're working with a designer virtually, and need you to take control.

Using this format will elevate your offer to a more professional level and help you ascertain all the details you need to go off and create magic (without having to send our time poor clients a ten page questionnaire!)

An online design consultation can look quite different to your on-site or in-home visits. It should be structured as follows ;

15 minutes at the top of the call for introduction and answering these six questions. Then we flip the camera and go for a tour (35 mins) brainstorming and note taking along the way. In the last 10 minutes get them to flip the camera back again and sit and talk them through your ideas and ensure they know your initial concept plan and that you've taken notes of their needs and concerns. Reiterating your timeline, "I will have the first look over to you within 48 hours" or whatever that is for you, and allowing any questions or comments. Make sure to ask if you've missed anything or they would like to tell you anything before you end the call.

Now you have your 'questionnaire' filled out just by asking all the right things, and you can take your mind map and scribbles and turn them into interior design gold!

Over the last four years I have worked with over 800 clients virtually, and have this one hour zoom consultation down to a fine art, Now I've turned my attention to coaching new designers to achieve the same.

Rhiannon xo

ABOUT ME

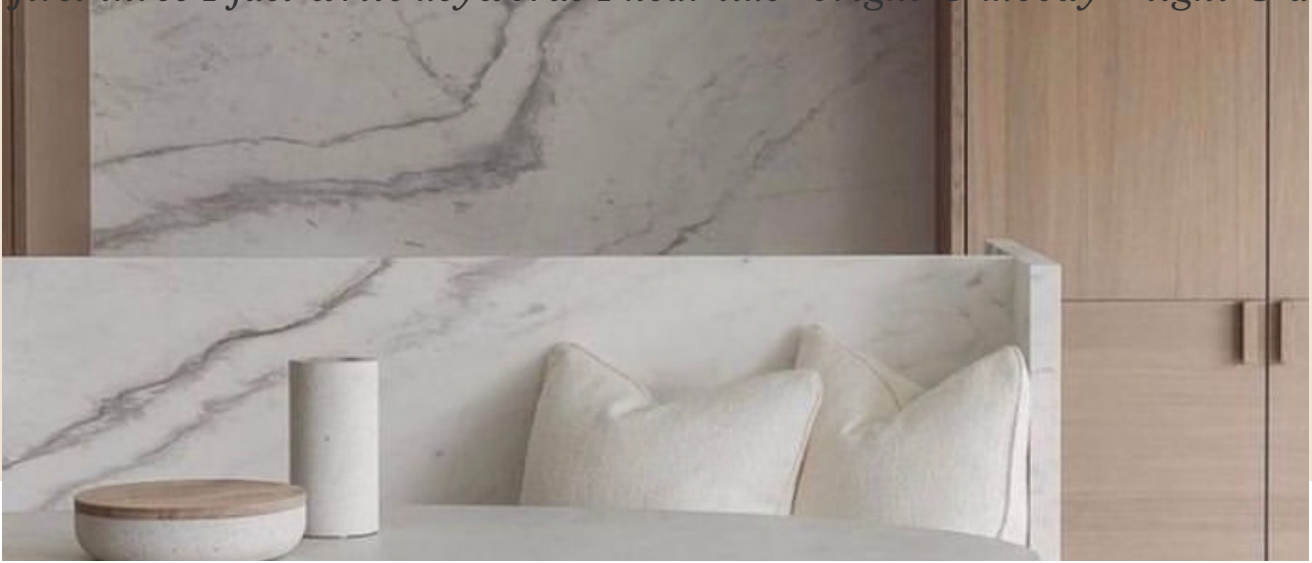
I started this business from nothing. I started my social media while studying design and with zero audience. Just like the budding designers I help each day gain the required skill set and framework to set up their interior design business. I also started with no budget, it's totally okay to get the free versions of most software. I also had no clue. I was so reluctant to even spend the money to invest in my education and furthering my business. I am now running a successful six figure business with international clients, I've been featured in magazines, had a film crew at my house and feel like I've smashed that glass ceiling, and anything is possible from here.



THE THREE EASY STARTING QUESTIONS

Assuming during your sales process you've captured the basics, such as "who lives in the home?" "What function does the room require?" "Where is your home located?"

These first three I just write keywords I hear like "bright & moody" "light & airy"



01

How do you want the room to feel?

02

Tell me about your intended style outcomes in your own words?

03

What colours are you naturally drawn to? What's in your wardrobe?

THE THREE DEEPER Q'S

In these three questions I take a lot more detail; what are we sourcing, what are we working with, what is my spend / budget and what type of art should I avoid?

What pieces am I working with? Anything we need to keep or all new?

This can help you manage budgets and the number of items on the mood board. It can also be a time to flag family heirlooms or "ugly" pieces that may make your job more of a challenge and help you create a list of pieces you need to source.

Let's talk art - What type of Art do you love/hate?

Even if your client doesn't know what they like, they usually know they hate abstract or photography, etc. Getting clear on this will save you hours of scrolling.

What are you comfortable sharing with me in terms of our budget?

Is there a specific figure I should work under or perhaps you just want to explain the usual retailers you shop with? Using my trade pricing I should easily be able to mix high end with affordable pieces to create your dream space.

While you practice you may need a few more details to get your look created. Feel free to add some questions of your own.

Use this space to write your question title

Use this space to provide more details, or to expand on the question that is listed above. Keep this simple.

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First Year Framework - an educational experience for building a thriving business you love

I've created an online self-paced course (the one I wished existed when I was starting out).

Let me take you behind the scenes of my very real (and very successful) design business and show you what ACTUALLY works. By the end of this course you will feel confident to leap from side hustle or not started yet..., I decided there's nothing to lose to just talk you through how I went from "Should I?" to Sold Out.

I share editable versions of all of my emails, proposals, templates, and deliverables.

Explore The First Year Framework

