

## Consider Becoming a Home Décor Consultant

There are quite a few home décor companies to choose from representing a wide variety of styles and prices. You might also consider specializing in an area such as organization and storage, color coordination, or accessorizing on a budget.

Many of the popular home décor companies have been in business for quite some time. Here are a few of the companies you will find listed at [HomeDecorBusiness.com](http://HomeDecorBusiness.com):

AtHome America carries unique, unusual, and elegant decorative pieces for bedroom, bath, dining room, living room, kitchen, as well as outdoor and garden accessories.

Willow House (formerly Southern Living at Home) presents products for decorating, entertaining, and organizing the home.

Linen World is a 25 year old company that provides such as scarves, doilies, towels, sheets and tablecloths.

Celebrating Home is the result of the 2009 merger of Home & Garden Party and Home Interiors. Consultants market products such as wall decor, home accents, stoneware, and candles.

Princess House consultants sell handblown and lead crystal, tableware, cookware, bakeware, serveware and collectibles.

Whatever your decorating style you can find a home décor company to suit you and your potential customers. Look for one at [HomeDecorBusiness.com](http://HomeDecorBusiness.com)

**Already a home décor consultant?** If so, congratulations! Here are some tips to help you market your business.

Use your creativity to develop your own style and area of expertise. Teach your customers how to arrange and group products to enhance a room. Or instead of selling baskets and storage containers, teach people how to get and stay organized. Show potential customers how the product work for them or enhance their lives.

Put yourself in the shoes of the customer. As a business owner we sometimes forget that we are also a consumer. We look at selling our products from the standpoint of the company and their marketing materials. Consider what you would look for in a product? What questions would you ask before purchasing your products from someone else? Use this information to direct what you say during your parties or as website content to gain the trust of your audience. Trust translates into sales when done well.

Turn your own home into a showplace that advertises the beauty and necessity of your products. If customers see that they can have a living room or kitchen like yours by purchasing your products, they are more likely to buy. It is one thing to see a group of products in a catalog and another thing to be able to see how they actually will look. Use before and after pictures of your home on your website to further showcase products.

Holiday decorating provides another opportunity to show customers how to transform their home. Be sure to have holiday tips and catalogs available in plenty of time to get products delivered for your customer's decorating schedule.

When you are having success with a particular strategy or sales method, develop training tools for your team so they can begin to use the same or similar techniques. And be sure to market your training series is an added benefit when recruiting team members.

### **Resources to help you get started and stay successful:**

**Sales Success:** There's nothing like early success for inspiration and motivation. [Check out this step-by-step proven direct sales success system](http://www.directsalesdirectories.com/go/earn.html) and discover how you can earn \$592 in only 30 days. <http://www.directsalesdirectories.com/go/earn.html>

**Online Team Building Success:** Learn how to set yourself apart from other consultants, build trust and become an expert, generate free leads, and more. [Guide to Online Direct Sales Leads](http://www.onlinedirectsalesleads.com) <http://www.onlinedirectsalesleads.com>