



Heather McManus

Author and Speaker

Heather McManus is a designer, entrepreneur, and founder of The Designers

Collaborative—a community and buying group dedicated to redefining how designers collaborate and succeed. Her work in custom window treatments, furniture craftsmanship, and client-focused design has been featured in national publications, HGTV's blog, and House Smarts. An author and industry educator, she brings a fearless approach to design, business, and the art of creating beautiful, functional homes.

**"An expert in the field that I'm so grateful to
have to look to for support."**

— Bradie • Bradie Fisher Interiors

**"She tells me everything
I need to know."**

— Suzanne • Kane Interior Design

A Trusted Industry Authority in To-the-Trade Furniture Sourcing and Sales

PROPOSED TOPICS

Behind the Scenes of a Buying Group

Discover how joining a buying group can revolutionize your design business. Heather breaks down the mechanics, advantages, and game-changing opportunities these groups offer, empowering designers to compete with online pricing and achieve better profit margins.

Who this is for: Interior designers tired of losing clients to online pricing wars.

Build Your Vendor Dream Team

Learn Heather's proven strategies for identifying and partnering with vendors who align with your client's style and budget while ensuring healthy margins. Discover how to streamline sourcing and make confident, profitable choices for every project.

Who this is for: Interior designers struggling to find reliable, high-quality vendors that meet both client expectations and business goals.

The Art of a Perfect Purchase Order

Purchase order skills are one of the most underrated aspects of a healthy design business—and the structure of those orders can make or break your bottom line. Heather will guide you through the essentials of creating accurate, professional POs—immediately leveraging her systems to avoid costly errors and maximize profitability.

Who this is for: Interior designers ready to source directly from vendors and improve their systems for better bottom-line numbers and efficiency.

3 Secrets to Pricing Furniture for Success

The outdated cost-plus model isn't cutting it anymore. Heather shares innovative pricing strategies that keep clients happy while ensuring your profit margins thrive. Learn how to price with confidence and create a more sustainable, successful design business—in record time.

Who this is for: Interior designers looking to redefine their pricing structure for greater profitability.

How to Sell Furniture Without the Showroom

You don't need a showroom to sell furniture confidently. Heather will teach you psychological and practical techniques to win clients over without a sit-and-feel experience. When you can sell better furniture without a showroom, your revenue will rise with ease.

Who this is for: Interior designers who want to grow their furniture sales but feel held back by the lack of a brick-and-mortar space.