Serving customers by solving problems

For over 23 years, Paul Ippolito has been a successful window coverings professional, and during the past 15 years, he's been in Shop-At-Home sales for *Nassaus Metropolitan Window Fashions*, a Gallery™ Dealer in Paramus, New Jersey. "I deal with customers in many different income brackets, and I primarily sell Hunter Douglas window fashions," said Paul.

Recently, Paul was given a challenge and immediately turned to Hunter Douglas for the solution. His customer owned a beautiful new custom-built home with very detailed, distinctive window moldings. To avoid covering the moldings and to provide a clean, uncomplicated look, a single layer of inside mount window treatments was preferred. In rooms used for entertaining, the customer wanted plenty of natural light, but in bedrooms he needed light control and privacy. At the same time, he desired a cohesive, consistent look throughout the house.

"Originally, the customer came to us looking for Roman shades, thinking that would solve the problem of being very close to his neighbors and wanting his privacy. But they would leave the rooms totally exposed when raised and too dark when down," Paul explained.

Paul immediately thought of Pirouette® window shadings and presented them to the customer as the perfect solution. "My customer was working with an interior designer and they both liked the look. The large hand sample in the Pirouette sample book helped demonstrate the versatility of the shades for different rooms with varying light requirements," Paul added. "They were so perfect they provided the backdrop for the overall interior design of the home." The customer was impressed following the installation and very pleased with the solution. And best of all, Paul's recommendation resulted in an amazing sale of 41 Pirouette shadings!

"THE HUNTER DOUGLAS PRODUCT LINE HAS SOMETHING FOR EVERYONE, AND I AM COMFORTABLE THAT, WHETHER IT IS ONE CELEBRITY® BLIND OR A WHOLE HOUSE OF PIROUETTE SHADINGS, THE JOB WILL ARRIVE IN A TIMELY FASHION AND MY CUSTOMERS WILL RECEIVE A QUALITY PRODUCT."
— Paul Ippolito