

Trading Up Consulting has the know-how to help you grow your business in one of the most vital aspects of the industry – **installation and customer service**.

We provide hands-on information and training on how to become a Top-Notch Window Treatment Installer with ongoing support. With our approach as an expert in the field, you will learn the tricks of the trade that took us decades to master.

### Online Training

Several modules featuring recorded classes covering all areas of the industry. This program offers an easy, affordable and speedy way to train yourself, your installers and your sales team.

### Onsite Training

Come to us for hands-on training or we can travel to your business to assess your operation and ride with you or your installers to understand the areas that may need improvement.

### Training In

Hard & Soft Treatments • Plantation Shutters Installation • Motorization Measurements Repairs • Van Organization • Tools

## Trainer • Consultant Mentor • Installer

Roger has launched two successful businesses ([Shades IN Place](#) and [Trading Up Consulting](#)) and has developed a name for himself by driving the professionalism and quality of those who want to make a career for themselves as installers. His meticulous attention to detail and work ethic is evident in his 700+ 5-star client reviews. Most recently he was named Immigrant Entrepreneur of the Year 2021 – Outstanding Business Growth by The Immigrant Learning Center.



“Installing window treatments can be frustrating. At Trading Up Consulting we offer extensive installation training that provides confidence to help installers thrive!”

- Roger Magalhaes



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## Installation Training and Mentoring for Window Treatment Professionals



[www.tradingupconsulting.com](http://www.tradingupconsulting.com)



## LEARN AND EXCEL

Several Opportunities to Grow!

### SPEAKING & WEBINARS

We can develop a presentation (in-person or online) for your organization on specific topics of the industry.

**Empower your audience!**

### CONSULTING

Have access to a seasoned installer to bounce ideas, test new products, troubleshoot a project, or simply ask questions to help you grow your business. **Gain confidence to help you thrive!**

### MENTORING

Take your business to the next level by building a team of top-notch professionals (installers and sales consultants) or use the knowledge yourself to wow your clients.

**Leave the competition behind!**

## NEVER STOP LEARNING

Knowledge is Powerful!

### THE NEST COMMUNITY

Resources at your fingertips in an organized way. **Join, share, and collaborate with other industry peers!**

### SHADOWING

A week long program shadowing Roger on job sites. **Learn his methods, approaches, and secrets to his success!**

### ACADEMY

The online portal where courses and training on how to become a top-notch window treatment installer resides.

**Including ongoing support!**

CONNECT!



## EXCEL AND GROW

Free Resources to Help You Thrive!

### BLOG

Learn installation tips, do's and don'ts while at a clients' home, tools you must have in your toolbox, and much more.

**Designed to make you a Top-Notch Pro!**

### NEWSLETTER

Receive our free twice-monthly *Trading Secrets Newsletter* filled with useful tips and ideas. **Stay current and in the know!**

### PODCAST

*Trading Secrets Podcast* talks about tools, techniques, and education on window treatment installations as well as everyday struggles of our profession. **Conversations mixed with a bit of zesty Brazilian sauce!**

Contact Chief Owl Installer  
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