

ARE THERE SECRETS FOR SELLING ART – Part II

A study guide for use in conjunction with:

<http://www.talkshoe.com/talkshoe/web/audioPop.jsp?episodeld=26147>

This guide is designed to help the artist remember the information by filling in the blanks as he or she listens to the podcast. I suggest listening to the entire podcast before filling in this study guide during a second hearing. If you are listening on your computer the podcast may be paused at any point by placing the cursor on the || symbol and clicking. Restart by clicking the >.

1. This podcast covers two other broad categories that deal with your _____ efforts, a topic many artists would like to avoid altogether, but one, which must be addressed if you wish to _____.
2. Don't think you are done with _____, however. Viewed in the right frame _____ requires _____, _____, and _____, as well.
3. If you don't _____ it, you can't _____ it. Successful artists know that about _____ of their _____ time will be spent in _____ activities.
4. These may include contacting _____ and _____, visiting _____, interior decorators, galleries, _____, _____ stores and _____ shops, entering _____, art _____, approaching _____ outlets, _____ workshops and keeping a weather eye open for special _____ opportunities such as new _____ projects, especially _____, _____ homes, medical _____, _____ homes, designer _____ houses, to name a few.
5. _____ plays a part in _____. Almost every art _____ has a _____ which influences when they are _____ to buy.
6. In Florida we have a very definite season when our _____ increases dramatically and "snow birds" flock here to escape the cold. It runs approximately from _____ through _____. _____ towns in colder latitudes blossom from _____ through _____. During these hectic weeks your chances for sales _____, even

- though getting _____ with interior designers, shop and gallery owners becomes _____. You must be willing to fit _____ schedule to _____.
7. Interior designers spend a lot of time out of their studios _____ with _____; therefore dropping in or _____ is seldom productive. _____ in advance for a set _____ is almost a _____.
 8. Shop and gallery owners are likely to be “in” during _____ but are often _____ with _____. If you are cold calling with your portfolio, _____ or late in the day may be the _____ in order to avoid the crush of customers. If you are granted a showing be ready to _____ graciously when a customer needs help.
 9. Furniture store _____ and many interior designers go to _____ in Highpoint NC in the _____ and _____ and are _____ for up to a week in late April, early May and again in October. Leading _____ stores usually have very specific _____ periods prior to these major _____ events. The window of opportunity is _____ and the best way to benefit here is to find out _____ from the _____ when these times are open.
 10. Identify _____ areas and concentrate your efforts there. Selling art in _____ neighborhoods is _____, even if there is appreciation for good art. Art is a _____ for most people and it takes _____ to buy _____ items. Large _____ homes in beautiful neighborhoods attract _____ and fine shops. These are your _____.
 11. The final considerations affecting _____ have to do with how you _____ and your _____.
 12. Part of my success comes from the _____ of images I show. I carry a single _____ portfolio with _____

examples of each artist's work, one that can be shown in _____ or _____ minutes. When setting an appointment the ability to say: "I can give you an _____ of what I carry in _____ minutes," is often the key that gets me in the door.

13. For an artist showing a _____ amount of his or her own work there is the possibility of getting a _____ and _____ to greener pastures if the work is not suitable.
14. If you are acquainted with other artists whose work you admire and you are able to arrange for them to _____ works for you to _____ and _____ at the same time you are calling on buyers for your own work, you have become an _____. By acting as their _____ sales force you can increase the chance that you will walk away with a sale, even if it is not your _____. Naturally, you should receive a suitable _____ for your efforts.
15. It is always better to show the _____ image rather than a _____. No matter how good the _____, it won't have the same impact as the _____ or _____, and the ability to _____ on the spot is a great _____.
16. If the work is too large to show or you have more images available than you care to carry with you, don't expect to sell from _____, even with a portable viewer. It is much better to have _____, even good _____, since they can be seen more _____ and _____. If there is interest in the photo expect to be asked to _____ the _____ before any money changes hands.
17. Ask for _____ when you finish your presentation. Something as simple as "Do you know anyone else who might be interested in seeing my work?" can lead to _____. If you make the call just saying, "John suggested I show you my work because he felt it was something you could sell," is the kind of _____ that almost always opens the door.

18. Keep a _____ on everyone you've seen and their _____ to your work for _____.
When you have new work available, _____ and try to set another _____. It they have _____ previously and expressed _____ for you work, they will appreciate your _____ in letting them be among the first to see new images.
19. If you have reproduced any of your own work on _____ or _____ as many artists have who market their own prints, drop a _____ for the sale in the mail. It is a nice grace note and a subtle piece of _____ - _____ that adds to your _____ as an artist and your thoughtfulness as a _____.
20. Finally, follow up _____ on the phone to see if your potential clients have _____ needs or _____ coming up that will require art.
21. As these suggestions demonstrate, the real SECRETS OF SELLING ART are _____, _____ and _____ follow up. Apply these carefully and you'll soon have _____ calling you!

ANSWERS:

1. PERSONAL MARKETING / SELL CONSISTENTLY
2. CREATION / MARKETING / IMAGINATION / DEXTERITY / CREATIVITY
3. SHOW / SELL / HALF / PRODUCTIVE / MARKETING
4. ART REPS / CONSULTANTS / ARCHITECTS / FRAMERS / FURNITURE / GIFT / EXHIBITIONS / FAIRS / MAIL ORDER / TEACHING / SALES / BUILDING / HOSPITALS / NURSING / OFFICES / MODEL / SHOWCASE
5. TIMING / SELLING / BUYER / SELLING SEASON / MOST LIKELY
6. POPULATION / THANKSGIVING / EASTER / TOURIST / MEMORIAL DAY / LABOR DAY / INCREASE / APPOINTMENTS / MORE DIFFICULT / YOUR / THEIRS
7. WORKING / CLIENTS / COLD CALLING / PHONING / APPOINTMENT / NECESSITY
8. PEAK SEASON / RUSHED / CUSTOMERS / EARLY MORNING / BEST TIME / STEP ASIDE
9. BUYERS / MARKET / SPRING / FALL / UNAVAILABLE / FURNITURE / OPEN TO BUY / MARKETING / NARROW / IN ADVANCE / ACCESSORY BUYER
10. AFFLUENT / BLUE COLLAR / DIFFICULT / LUXURY / MONEY / LUXURY / CUSTOM / INTERIOR DESIGNERS / POTENTIAL CUSTOMERS
11. SALES SUCCESS / PRESENT YOURSELF / WORK

12. VARIETY / DEMONSTRATION / TYPICAL / FIFTEEN / TWENTY / OVERVIEW / FIFTEEN
13. LIMITED / QUICK DECISION / MOVING ON
14. CONSIGN / SHOW / SELL / ARTISTS' REPRESENTATIVE / OUTSIDE / OWN WORK / COMMISSION
15. ACTUAL / PHOTOGRAPH / PHOTO / PRINT / PAINTING / DELIVER / ADVANTAGE
16. SLIDES / PHOTOS / SNAPSHOTS / QUICKLY / EASILY / BRING / REAL THING
17. REFERRALS / MORE SALES / PERSONAL CONTACT
18. CARD FILE / REACTION / FUTURE REFERENCE / CALL BACK / APPOINTMENT / ENTHUSIASM / THOUGHTFULNESS /
19. POSTCARDS / NOTE CARDS / THANK YOU / SELF-PROMOTION / STATURE / SALESPERSON
20. REGULARLY / CURRENT / PROJECTS
21. IMAGINATION / HARD WORK / CAREFUL / BUYERS

Many listeners have found that once they have listened to the podcast and filled in the study guide, just glancing over the answers will quickly and easily bring the important points to mind.