

# Secrets of Success - Selling Art Locally

Matt Moeller, General Manager, Fort Gratiot Best Buy (1219 Gallery Volunteers)

## Introduction

- Welcome / introducing yourself
- Ask for their name
- Ask what brought them in and how they heard about 1219
- Tell what Studio 1219 and short explanation of what it has to offer.

## Asking qualifying open ended life style questions

- Style – Landscape/Portraiture/Realism/Abstract
- Color – Dark/Bright/Light/Subdued
- Subject Matter
- Size 2D or 3D
- For them / gift for someone else

## Educating the customer

- Upcoming Shows
- Benefits of Membership (hand out marketing material if they are interested.
- Business in 1219
- Classes (marketing material if interested)
- If they admire or buy a piece, make sure they have contact information about for the artist

## Exit Interview

- Hand out and qualifying material such as show advertisements, class schedules, business cards, etc.
- Sign the Guest Book Business in 1219
- Thank them for coming in and tell them you hope to see them again.

The sales techniques are to be no pressure, just helpful and making the customer feel comfortable, because regardless of whether they buy a piece they love, if we can create just interest and sense of excitement – hopefully they bring family and friends into see the piece they want to buy.



## Jody Parmann – Show Marketing & Sales Presentation

### Marketing Shows

- Branding, Name / style recognition, logo, color scheme
- Traditional Marketing - posters, flyers, business cards, invitations, ads, radio spots, news stories
- Buzz Marketing
  - o The taboo (sex, lies, bathroom humor)
  - o The unusual
  - o The outrageous
  - o The hilarious
  - o The remarkable
  - o The secrets (both kept and revealed)
- Creating a following
  - o Guest book
  - o Thank you cards
- Getting involved and donating art & time
- Basic Design 2 fonts, consistency in imagery / verbiage
- Media Contacts, press release setup
- Bio

### Introduction

- Hello, my name is...
- And yours?
- What kind of artist I am / medium
- Where I'm from – where I've displayed art

### Questions to them

- Where they're from
- What kind of art they like / favorite artist?
- How they heard about the show?

### Exit interview (Talk to as many people as you can)

- Thank them for coming
- Tell them to enjoy the show
- If they have any questions let you know.

CONTINUE TO MINGLE – SPECIFICALLY TRY TO SEEK OUT THE PEOPLE YOU DON'T KNOW! It's natural to want to stay in your comfort zone of Friends and family, but you need to work the room. Also solicit help from friends and family there to help you mingle that night and talk about you and your work to people they don't know.