



Welcome!

The Laguna Beach Artist Sales Workshop

Presenters: Peter Gynd & Krista Scenna

INTRODUCTION

- Meet Peter Gynd
- Meet Krista Scenna
- What are we doing today?
 - Our Agenda
 - Who is your buyer?
 - Q&A
 - Group pitching / presentation

INFRASTRUCTURE

- Advertising
 - Get yourself out there! Be sale-ready.
- Follow-up is king
 - Take notes (mental and written!)
- Know your numbers
- Booth Structure
- Printed Materials

ARCHETYPES

- Who is your buyer, more or less?
 - Don't make assumptions!
 - Listen and learn the PURPOSE.

- What is their budget range?
 - Listen, learn and adapt.
 - Have works available in all price ranges

FROM THE BEGINNER TO VETERAN

- The Virgin Collector = needs to be cultivated
- The Young Collector / Couple = passionate, eager
- The Avid Collector = digs deeper! Be on your game
- The Mega-Collector = busy but super informed and asks all the right questions! User-friendly sale.

VIP's

- The Repeat Visitor: pay close attention!
- The Wildcard: pure passion. Listen & let live.
- Consultants / Trade: the gift that keeps on giving
- The Contingent Buyer: needs to consult a partner. What do they need?

LONG DISTANCE LOVE

- They are on a mission to buy a specific piece
- Let them be unless they stop in or engage
- Keep the dialogue concise and DIRECT (they don't need to "convinced.")
- Give them all pertinent information & be ready

ETHICS & LOGISTICS

- Honesty is the best policy
- Pricing
 - Shipping
 - Taxes
 - Payment plan
- Discounts (10% standard)

SHOW & TELL

- Krista & Peter share examples from the sales front lines:
 - What worked
 - What didn't
- Your turn! Pitching practice
 - Goal: to connect and sell!
 - Your art story / Their problem / Your solution
 - Seal the deal

THE CLOSE

- Q&A
- THANK YOU, good bye, and good luck!
- Keep the convo going: Ninth Street Collective