



Is it *hard* to sell your art or yourself?

Stop and double your art sales
with 7 simple steps.



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In memory of my friend.

[Angela Granger](#)

Stop selling yourself. Stop selling your art.

Artists feel like sell-outs when they try to sell themselves.

And that's because they have it all twisted. You do NOT want to sell yourself.

Why? Well, no one is actually going to buy *you*.

So stop selling yourself. In fact, stop selling your art. Art collectors are not buying you or even your art.

They're buying the unique way that your art alleviates a pain or solves a problem.

Not sure what I'm talking about. [Check out these examples.](#)

Instead of selling yourself or your art, just have guided conversations and see who you can help. You want to guide the conversation naturally through seven complete stages.

Why? To see if your prospect is qualified.

Qualified? All that means is that you are determining if you can help them or not.

What you're determining is if **you** are qualified to help *them*.

If you can't help them directly, maybe you can help them another way. Maybe you can make an introduction, make them smile, or just tell them where the restroom is. No joke.

Just be open to being helpful. Givers gain.

We all know that what goes around comes around. Trust this.

So what are the stages of a sales conversation? Here they are. They need to be had in order and you can't skip a step.

1. Establish genuine rapport. First things first. Be a good human. Start by smiling and saying hello.

Obvious you say? Not really. Sometimes we're looking at our phones or we're uncomfortable in public and we ignore others.

Establishing genuine rapport is where you want to invest the most time and energy.

Why? People buy from those whom they know, like, and trust. The best way to build rapport is to listen 80% of the time and speak 20%.

When you do speak, when and if it's appropriate, talk about your mission and what inspired it. Not yourself or your art.

2. Level the playing field.

You are equal to your customer. So make an agreement up front, something like this.

"Thank you for your interest, John. If you don't mind I'd like to just ask you a few questions and give you an opportunity to ask me any questions you have. Then at the end of our conversation we can determine if we have a good fit.

And if so, we'll decide upon the next best step.

Sound good?"

You can choose your own words, appropriate to your context. The points to notice are these:

“Then at the end of our conversation we can determine if we have a good fit.”

(So that you make it clear you’re not desperate and that you are both going to make the decision.)

“And if so, we’ll decide what the next best step is.”

(So that you are not left hanging wondering what the next best step is and when it will happen.)

“Sound good?” (Seal the deal with a yes.)

3. Uncover their pain. Remember how you’ve already talked about your mission and how it alleviates a pain or solves a problem that’s really worth solving.

Find out if they have that problem or pain. Ask them open ended questions about that problem or pain.

So [Kate Bradley](#) might say, *“How does it feel seeing your children growing up so quickly?”*

4. Determine who holds the purse strings for big sales.

If someone has a partner, they may or may not have the authority to make a large purchase. So you just ask, *“Will you be able to make the purchase or do need to consult with you wife, husband, partner?”*

Don’t skip this step. If you do, you may not get the sale, you’ll waste time, and you won’t be able to help them or yourself.

Usually people don’t want their independence questioned so they’ll tend to say, *“Oh no. I don’t need to ask them.”*

5. Ask for the sale.

Don't skip this step. Many artists feel timid. Just say *"Would you like to go ahead with this then?"*

Again. Choose your own words.

6. Follow up.

If they say, *"Yes. I'll buy it on Tuesday."* Say great, *"I call you on Tuesday."* Then call them on Tuesday. Follow up.

7. Keep your promise.

Again. This is not always obvious. You need to deliver the purchase, exactly what you promised, and on time.

It's a great practice to add a small and inexpensive gift surprise.

Bonus Step: Ask for referrals.

Most of your business will come by way of referrals. So ask for referrals.

Not sure how to ask? Try this. *"I've loved working with you. Most of my business comes by way of referrals from people like you."*

Can you think of one or two people like you who would also enjoy what I offer? If so, would you be willing to make an introduction?

When the [artists whom I've worked with](#) actually follow this process they often double their sales.

Tip: Call your favorite clients today. Say hello and then ask them for a referral or two.

What do you have to lose? Asking is free.

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