

**Pomona Valley Art Association
and GALLERY SOHO**

300-A South Thomas Street
Pomona, CA 91766
Phone: 909-469-1599
www.pvaa.net

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JULY 2012 PVAA NEWSLETTER

**Pomona Valley Art Association
Membership Application**



Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ eMail _____

All donations are tax deductible. Mail your check and completed application to: Pomona Valley Art Association / ATTN: Membership Chairman / 300-A South Thomas St. / Pomona, CA 91766

PVAA - Phone: 909-469-1599 / website: www.pvaa.net

Please indicate your area(s) of interest _____

Pomona Valley Art Association

PVAA is a non-profit, all volunteer organization. Your membership entitles you to numerous member benefits and helps to support the various association programs and activities.

- Full-time Student / \$6 (under age18)
- Single Membership / \$25
- Married Couple / \$30
- Family / \$35
- Sustaining / \$50
- Patron / \$100
- Benefactor (lifetime) / \$500

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Pomona, CA 91766

POMONA VALLEY ART ASSOCIATION

JULY 2012



The 5 Critical Sales Skills That Will Help You Sell More Art

by Jason Horejs, XANADU Gallery - May 24, 2012

Have you ever been in a situation where you had someone highly interested in your art, only to find yourself unable to make the sale? Afterwards, have you found yourself wondering in frustration, "what could I have done differently to help the client make the purchase?"

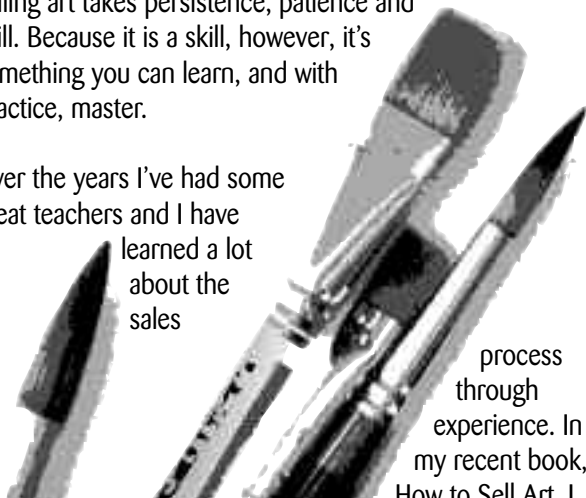
You're not alone! Almost every artist has been in this situation at some point in his or her career. While not every encounter with a potential buyer will result in a sale, by understanding the sales process, you can dramatically increase the sales of your art.

I have been fortunate to work in the gallery business for almost 20 years and have sold millions of dollars in fine art during my career. More importantly, by using some of the critical sales skills that I will share with you here, I have been able to have consistent art sales year after year despite the twists and turns of the economic climate.

Selling art is an exciting challenge. The process of selling art takes persistence, patience and skill. Because it is a skill, however, it's something you can learn, and with practice, master.

Over the years I've had some great teachers and I have learned a lot about the sales

process through experience. In my recent book, *How to Sell Art*, I



distill the process into simple, practical lessons that help artists like you become better at selling art.

Do you really need to learn these skills?

Some artists might feel that because they are showing their work in galleries or aren't directly involved in the sales process, they don't need to learn how to sell. I would reply that every artist can benefit by understanding the sales process. You are going to have opportunities throughout your career to interact directly with collectors at shows and in your studio.

You will also benefit by better understanding what is happening in the galleries that show and sell your work.

If you are participating in art shows or festivals or open studio tours where you are interacting directly with potential buyers it is even more critical that you begin mastering the sales process.

As an introduction to *How to Sell Art* I would like to share five critical skills that can serve as a starting point as you begin to devote your attention to the sales process. *How To Sell Art*

#1 – Learn Your Client's Name and Use it Frequently.

The process of selling art is all about building relationships.

continued on pg 4

Welcome NEW MEMBERS

Annie Johnson
Ray Chukuani
Suzanne Dunbar

Maggie Abeyta & Family
J.Y. Jung
Marianne Galleon

PVAA MONTHLY EXHIBIT

Theme: Expressions
Judge: Margaret DeLano

1st Place: T.Y. Jung, Expectations, charcoal
2nd Place: Jan Wright, Saturn Summer, mixed media
3rd Place: H. Benjamin Diaz, Before the Storm, mixed media
HM: H. Benjamin Diaz, Fresh Oranges colored pencil
Student Award: Andres Jose Cardenas, Expressions of Courage, acrylic

Congratulations to Our PVAA Monthly Winners

1st Place: T.Y.
Jung, Expectations,
charcoal ▼



▲ 2nd Place: Jan Wright, Saturn Summer, mixed media



▲ 3rd Place: H. Benjamin Diaz, Before the Storm, mixed media

▶ Honorable Mention:
H. Benjamin Diaz,
Fresh Oranges
colored pencil



◀ Student Award:
Andres Jose Cardenas,
Expressions of Courage,
acrylic

2012 Gallery SoHo Monthly Open Art Show, Sales Schedule & Themes

January <i>"New Beginnings"</i> Jan. 8-29 Take in: Sat, 1/7, 11-4 Reception: Sat, 1/14, 6-10pm Pick Up: Feb. 4&5	April <i>"Decadence"</i> Apr. 1-28 Take in: Sat, 3/31, 11-4 Reception: Sat, 4/14, 6-10pm Pick up: 4/27&28	July <i>"Summer Magic"</i> July 8-29 Take in: Sat, 7/7, 11-4 Reception: Sat, 7/14, 6-10pm Pick up: 8/3&4	October <i>"Mysterious"</i> Oct. 7-28 Take in: Sat, 10/6, 11-4 Reception: Sat, 10/13, 6-10pm Pick up: 11/2&3
February <i>"The Red Show"</i> Feb. 5-26 Take in: Sat, 2/4, 11-4 Reception: Sat, 2/11, 6-10pm Pick Up: Mar 2&3	May <i>"Images of Spring"</i> May 3-31 Take in: Sat, 4/28, 11-4 Reception: Sat, 5/12, 6-10pm Pick up: 6/1&2	August <i>"Positives & Negatives"</i> Aug. 5-31 Take in: Sat, 8/4, 11-4 Reception: Sat, 8/11, 6-10pm Pick up: 8/31&9/1	November NO MONTHLY SHOW
March NO MONTHLY SHOW	June <i>"Expressions"</i> June 3-30 Take in: Sat, 6/2, 11-4 Reception: Sat, 6/9, 6-10pm Pick up: 7/6&7	September <i>"Variations of Color"</i> Sept. 2-30 Take in: Sat, 9/1, 11-4 Reception: Sat, 9/8, 6-10pm Pick up: 10/5&6	December <i>"The Gift"</i> Dec. 2-30 Take in: Sat, 12/1, 11-4 Reception: Sat, 12/8, 6-10pm Pick up: 1/4&5

- PVAA welcomes all artists to display and sell their art at our monthly Art Show and Sale.
- All media welcome.
- Awards: \$25 for 1st place, \$15 for 2nd, and \$10 for 3rd.
- Photo ribbon given if show contains 5 or more photo entries.
- Limit 3 entries per person, all fees are due at take-in or piece will be rejected. No Exceptions.
- Entry fee for PVAA members is \$10 each or 3 for \$25.
- Entry fee for non PVAA members is \$12 each. Entry fee for students is \$6 each.
- Artists are encouraged to interpret the monthly themes in their own unique way.
- All entries must be dropped off during the time specified (no late or early entries will be accepted).
- All hanging pieces are required to have wire hangers.
- PVAA retains a tax-deductible donation of 20% on all sales.

PVAA/Gallery SoHo Monthly Art Show & Sale Entry Form

Name _____ Phone# _____

Address _____

1. Title _____ medium _____ price _____

2. Title _____ medium _____ price _____

3. Title _____ medium _____ price _____

PVAA has my permission to use photos of my art to publicize the show.
Please see website or call gallery for rules and details on monthly shows.

PVAA Members Studying With Chris Van Winkle at Workshop

Over the course of six days several of our PVAA members participated in an intense watercolor class with Master Painter, Chris Van Winkle. Attendees have included Arlene Moreno, Michi Ikeda, Jan Wright, Kathleen McCall and Maureen Wheeler.

Chris traveled from his home in Morro Bay to continue his self "imposed" responsibility to mentor other artist. Over the eight decades of his life, Chris has had the opportunity to learn from the best, includ-

ing Milford Zornes and Zolton Szabo. The week long class focused on establishing a good composition, starting with an abstracted use of colors, saving some white, and "nursing" a landscape from the initial wash and underpainting.

To draw the values sketch, then paint the subject was required for every exercise and participating artist were encouraged to embrace this step as a standard. The participants were all experienced watercolor artists, yet the challenges set by Chris Van Winkle pushed them beyond the safe zone. Favorite Chris

Van Winkle advice for painting a landscape, "Instead of being a slave to the exact color, we can make a statement."

Learn more about Van Winkle by visiting his website at <http://web.mac.com/christianvanwinkle/chrisvw/Home.html>



PVAA Art Paint-Ins & Demos

JULY 14th - 11 AM - Bring your paints and join the fun at our continuing 2nd Saturday Paint-in at Soho Gallery.

AUGUST 11th - 11 AM - Demonstration - Karlis Dabols will be demonstrating his unique oil painting process. He is an accomplished painter and teacher and is certain to provide some interesting techniques which have made him a successful artist.

'Associated' Monthly Demo Features Martha Cowan

Martha Cowan's love of art began at about age 6, when her father spent time teaching her how to draw. She knew at this young age that she wanted to be an artist.

Simultaneously, Martha pursued graphic design studies in college and oil painting with Cathy Shefer, a local painter. She graduated from Chaffey College, studied part-time at Art Center College of Design for four years, and graduated with honors with a Bachelor of Fine Arts in graphic design from California State University, Fullerton.



Martha has taught at Orange County High School of the Arts, Chaffey Community College and San Bernardino Valley College in their art departments. This fall, she will be teaching art to the students at Dona Merced Elementary school. She is pursuing painting when time permits, and is showing and selling her art whenever possible. Visit Martha's

Blog at: www.marthacowanpaintings.blogspot.com

Monthly Master Artist Demonstration
2nd WEDNESDAY OF EACH MONTH / 9:30-11:30 a.m.

Goldy S. Lewis Community Center
at Rancho Cucamonga Central Park, 11200 Baseline Road
Rancho Cucamonga, California

The public is welcome!

Donation of \$5 is accepted for non-members.

The Annual PVAA Claremont Foundation Show Preparation

This year the PVAA show at The Claremont Foundation, 205 S. Yale, in the village will be November with **take in Oct 31, hanging the 1st and reception Friday Nov 2nd.** We will have room for about 30 pieces. We also need art in digital form for the announcement card. The Foundation mails 500 cards for us free. Remember this is right after the Fair so it's time now to prepare and decide the work that you would like to show. If there are more than 30 entries a selection committee will jury the works.

For more information contact Michael Pearlman at Michael@ChristopherMichael.com I would love to have help in putting the show together.

This is a great venue at a great time for Christmas sales!

Study Traditional Chinese Painting in China with PVAA Member, Phyllis Case Bennett

Oct. 19-Nov 12, 2012

Instruction provided by the faculty of China Art Academy in Hangzhou, one of the most prestigious art schools in China. It is located near the shore of beautiful West Lake amid beautiful park land.

\$7200.00, includes RT Lax/ Hangzhou, Visa, comfortable accommodations, meals, art instruction, art supplies, studio space, as well as sight seeing excursions and shopping opportunities of all kinds.

Questions and for BROCHURE, contact Phyllis Case Bennett, 909 593 5520, filusb@earthlink.net

SoHo Gallery Looking For PVAA Artists Interested In Exhibiting

If you are interested in displaying your Art on a regular basis, consider being a member of the Soho Gallery. The rent per month is \$15.00.

If you have about ten to twelve pieces of Art, that's enough to get started. For more information, contact Renee Matter, Gallery Coordinator, at (626) 963-8950. We're looking forward to seeing your Art and you, the artist, soon!

continued from pg 1

The 5 Critical Sales Skills That Will Help You Sell More Art

The best way to start a relationship off on the right foot is by showing your client that you are interested in getting to know him. Exchanging names is a great way to send this message.

It's often been said that the sweetest sound in any language is the sound of one's own name. I'm not sure if this is true, but I do know I always feel an instant connection to someone who goes to the effort to learn my name. It makes me feel important. Your clients will feel important and will pay attention to what you have to say if you take the time to learn their names.

"But I am terrible at remembering names," you say. Guess what? Everyone has a hard time remembering names at first.

I have several techniques I use to remember clients' names. First, as soon as I hear a name I try and repeat it back to the client. Instead of "It's nice to meet you," I always try to say, "It's nice to meet you Jim and Nancy." Second, I repeat the name over and over in my mind. As I am first conversing with a client, one part of my brain is repeating over and over, "Jim, Jim, Jim, Jim, Nancy, Nancy, Nancy." Finally, I try to write the names down as quickly as possible. After an introduction, I step back to let my clients look around the gallery. During this time, I jot down their names on a note card at my desk. The sooner I write their name down, the more likely I am to remember it, so if I do forget I can always refer back to my notes.

Be sure to use your client's name throughout every conversation. You will be amazed how this one simple technique will change your footing in your relationship with customers.

#2 - Listen to your Clients.

Another method that will help you build better relationships is to listen carefully to your customers. Many art sales people think in order to become a better salesperson you have to learn how to say the right thing to your customer (you may have even thought this yourself). Over the years I have found I am far more effective at selling when the client is doing most of the talking. I try to spend 80% of my time listening and 20% talking.

The best way to get your customers talking is by asking great questions.

"What are you looking for in particular today?"

"Where are you from?"

"What kind of work do you do?"

"What kind of art do you collect?"

These are all great questions to begin a conversation. Notice that none of these questions can be answered with a simple "yes" or "no", but are instead open-ended questions that encourage conversation.

Once a customer begins to talk, be sure to ask good follow up questions. There are many directions a conversation can go, and I provide some great examples of follow up questions in my book to help you steer your conversations in the right direction.

#3 – Tell a Story.

I find, in most cases, that people buy art because they feel an emotional connection to the work. At some deeper level your work has resonated with the client. If you can enhance the emotional connection with a great story about the artwork, you are far more likely to proceed to a sale.

Art buyers are interested in learning about your inspiration for a piece. They will share what they learn with friends and family members who see the art in their home.

I work with an artist who types out stories about each of his pieces. In his narratives, he explains the creative process and shares his inspiration for the subject matter. While you may not need to write explanations for every piece you create, developing a narrative about your work that you can share with your galleries and directly with customers will help you tell better stories and keep your clients engaged.

You begin telling a story by answering the following questions (depending on your medium):

What drew you to your subject?

Have you created other art on the same subject previously?

What surprised you most about the subject?

What most excites you in the artwork?

What response are you hoping to inspire through the piece?

#4 Ask for the Sale!

While there are some buyers who will see a piece of art, fall in love with it and reach for their credit card, more

often you will have to ask the client for the sale. You may have lost sales you felt were very close to completion simply because you didn't ask for the sale.

Asking for the sale is one of the greatest challenges any salesperson faces. Your timing and tone have to be right - you want to be careful not to sound pushy. Ultimately, however, it's most important to learn to ask for the sale whenever someone is interested in your art and to then get a lot of practice closing.

My typical close is very simple. "Would you like to do it, Jim?" I'll ask, or "Well Nancy, can I wrap that up for you?" You would be amazed at how frequently the response to this kind of question is "Yes!"

Even if the answer is "No," or "Not right now, I need to think about it," I now have an opportunity to ask more questions and find out why the client isn't ready to commit. This in turn gives me the opportunity to start to help the client resolve any concerns they have about the purchase (I include an entire chapter in my book on how to discover and resolve concerns).

I speak to many artists who tell me they hate to try to close the sale because they are afraid of failure, embarrassment, or rejection. Isn't it even worse to lose the sale and not know why?

Since writing my book, *How to Sell Art*, I have received emails and phone calls from artists who've closed sales they might have otherwise lost because they now understand the closing process.

#5 – Follow up.

Sometimes, despite your best efforts, clients are unable or unwilling to make a purchase on the spot. While an immediate sale is always the goal, when this isn't possible you need to have a good follow up system in place.

We have recently closed several significant sales at the gallery that were months in the making. These sales wouldn't happen were it not for good follow up. This is especially true of many larger sales that require more deliberation on the part of the client.

Commit yourself to actively following up with every potential buyer. In order to follow up effectively, be sure to do the following:

1. Collect contact information. You're going to have a hard time following up with customers if you have no way to contact them. We've developed a simple method for acquiring contact information from our clients. Instead of giving them a photo of a piece of art or a brochure, we offer to email them the information directly. We hand them

a card to fill out that asks not only for their email address, but also for their physical contact information so we can follow up by mail as well as electronically.

2. **Be persistent.** I have had to follow up with some clients seven or eight (sometimes even more) times before receiving a response. In my book, I give you templates you can use to follow up by providing valuable information so that your persistence isn't annoying. During the course of your follow up, you may send a thank you note, an image of the artwork, your biographical information, and additional information about the piece in which they are interested. Don't send all the information at once - instead you can send a series of emails and notes so that the client is repeatedly reminded of you and your work.

3. **Don't give up.** Several years ago, I made a sale to a client who never responded to my initial attempts at making contact. After sending about eight communications with no response I added the client's name to my mailing list so that she would continue to be reminded of the gallery and the art she had seen. One day, out of the blue, she called to find out if the painting she had liked was still available. Even though the painting had sold, I was able to show her more work from the artist and she ended up making a purchase. This was over 18 months after our first contact!

Don't worry too much about being annoying - your clients will let you know when they're no longer interested. Until then, far better to be proactive and make sure they don't forget about you.

A reader's experience with follow up Back in December, I sent you an email relating to how your book (*How to Sell Art*) had helped me with following up with clients. It is several months later and I wanted to give you a brief update.

Over the course of three months and eleven emails between me and a potential collector, I received a commitment to purchase a fantastic painting by Valerie Stangl Melancon. Two months after the commitment, we completed our first international sale of art and shipped the painting. There were many lessons in international shipping and several days in Customs. The collector received the painting that they had fallen in love with five months prior.

**Xanadu Gallery | 7039 E. Main St. #101
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