

**SF Open Studios 2008: Marketing Your SF Open Studio Workshop**  
**August 5, 2008 \* California College of the Arts**

**TOOLS to CLOSE an ART SALE**

*Dimitri Kourouniotis* has participated in SF Open Studios since 1999. In recent years, his career as an artist has become successful. He specializes in Abstract Expressionist oil paintings. He is a self-taught artist and his art career has been full time since 2001. He currently serves on the board of the Artists Guild of San Francisco and on ArtSpan's Open Studios Committee.

1. **MAKE YOUR STUDIO A WELCOMING SPACE.** Even though it's a studio, remove clutter and make it a place someone would like spending time enjoying, connecting, and also buying your artwork. Have printed artist statements to give to new collectors.
2. **GREET THE CUSTOMER,** but do NOT pressure them. Be Sincere. Allow them time and space to view the artwork. Stand, don't sit. Be busy doing nothing but do not create a barrier around you of a private space. Dress nicely, as though you are at a party.
3. **PERMISSIVE SELLING.** Allow the customer to give you permission to sell to them.
4. **LISTEN TO THE CUSTOMER.** They will tell you how they want to be sold to, and what objections, if any they need to overcome. Address them by their first names. Look them in the eye when you introduce yourself. Meet all the customers' friends, who may also influence the buying decision.
5. **HAVE A POSITIVE EXPERIENCE** with every person in your space.
6. **STORY SELLS.** Have a brief story that sells your work, about your motivation to do what you do, in the way you do it.
7. **ARTIST TOOLS: STATEMENT & RESUME.** Post your artist statement and resume, written to be quick and easy to read. Include short paragraphs that are no longer than ½ page in total. Include a picture of your artwork and/or yourself. Your resume should be relevant to your art career, most recent important exhibitions first.
8. **FOCUS: FRIENDS & FAMILY.** Make sure they do not hog your time gossiping and catching up and respect that you are at work. Note also that they will often be the first people exposed to your work and also probably the first to buy it.

RESOURCES:

How to Be a Dynamic Seller CD, **Bruce Baker**, [www.bbakerinc.com](http://www.bbakerinc.com)

**Greg Lawler's** Art Fair Sourcebook, [www.artfairsourcebook.com](http://www.artfairsourcebook.com)

**Dimitri Kourouniotis: Business Consulting Services for Fine Artists**

- **Studio Visits:** A private tour and review of your artwork, studio setup and display, plus action plans for growing your business and doing SF Open Studios: \$85/90 min. visit.

- **Website Review:** A personalized assessment and critique of your Web site as a tool to best showcase your art, with specific suggestions for improvement. \$60/hr.

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ArtSpan

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