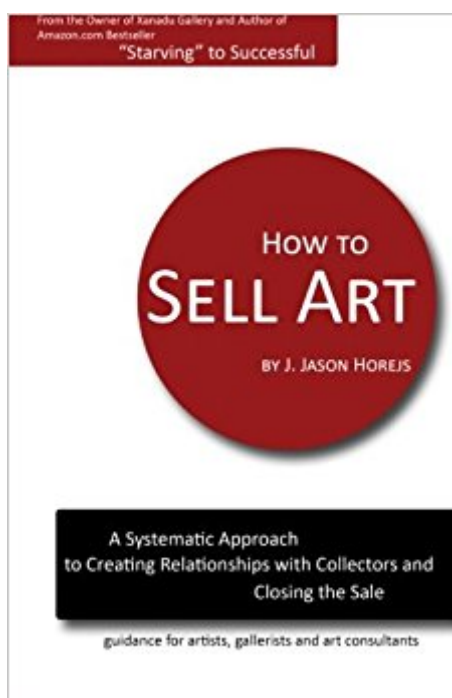


The book was found

# How To Sell Art: A Systematic Approach To Creating Relationships With Collectors And Closing The Sale



## Synopsis

Wouldn't it be great if art sold itself? If you have tried to sell art, you know it doesn't. Selling art takes effort and skill. Jason Horejs has been in the gallery business for over 18 years and has owned Xanadu Gallery in Scottsdale, AZ since 2001. In *How to Sell Art*, Horejs shares the entire selling process he and his staff employ when making a sale. From introductions, to creating a compelling dialogue, to closing a sale and beyond. Whether you are a gallerist trying to sell the work of others, or an artist working to sell your own art, Horejs gives you concrete, step-by-step instructions that will help you tap and develop your inner salesperson. As with any other skill, you can increase your sales success by taking a systematic and consistent approach. *How to Sell Art* will help you take your art salesmanship to a higher level.

## Book Information

Paperback: 210 pages

Publisher: RedDot Press (September 15, 2011)

Language: English

ISBN-10: 0615556809

ISBN-13: 978-0615556802

Product Dimensions: 5.5 x 0.5 x 8.5 inches

Shipping Weight: 11.7 ounces (View shipping rates and policies)

Average Customer Review: 4.5 out of 5 stars 34 customer reviews

Best Sellers Rank: #320,943 in Books (See Top 100 in Books) #127 in [Books > Arts & Photography > Business of Art](#)

## Customer Reviews

Art flows through Xanadu Gallery owner J. Jason Horejs veins. Second generation in the art business, (Horejs father is a nationally recognized oil painter John Horejs) Horejs life has always been filled with art. Though not interested in pursuing a life as an artist, Horejs fell in love with the business side of art at an early age. At age 12, the future gallery owner was employed by his father building custom canvas stretchers. In 1991, at the age of 17, Horejs began working for Legacy Gallery in Scottsdale, AZ, where he learned the gallery business from the ground up. Horejs handled logistics, shipping and installation, eventually working into a sales position at the western art gallery. Horejs worked in the gallery's Scottsdale and Jackson Hole, WY, locations. In 2001, Jason and his wife, Carrie, opened Xanadu Gallery in Scottsdale. In spite of opening on September 11th into a completely changed art world, Horejs built the gallery into a successful venture, showing

dozens of artists and selling to collectors from around the world, including major municipal and private collections. In 2008, Horejs developed a series of art marketing workshops designed to help artists better understand the gallery business and better prepare themselves to approach galleries. This series of workshops has helped hundreds of artists get organized to show and sell their work through galleries.

Hands down, this is the best book on the market for learning how to sell art very successfully and feel completely comfortable doing so. The author, a gallery owner himself, shows you what to say to a potential buyer, when to say it and how to say it. Many artists find talking about their work quite difficult, and coming up with words to move a would-be buyer toward the sale even more so. Jason Horejs solves those problems for even the most tongue tied artist or gallery sales person. The book offers a wealth of information on buyer psychology and art marketing and is truly the best resource I've ever come across for anyone attempting to sell their own or other's art.

I ordered the Kindle version of How to Sell Art. It has proved to be an excellent handbook on the subject, particularly for artists, but also for art gallery workers. The author J Jason Horejs is the owner of an art gallery located in Scottsdale, Arizona and his advice seems to be universally applicable - even here in South Africa. It lacks the illustrations which one expects to see in a book devoted to the subject of art but this is not a disadvantage as it is well written and easily conveys the essential information regarding the subject.

I've been in luxury sales my entire life...and was a little worried this book might be too "elementary" for my needs. In fact, the book provided massive amounts of useful, specific, professional advice that I've already told the author I found to be indispensable. If you're in the art business, you'd better get this book - because if the guy across the street from you is using it, you don't stand a chance.

A concisely written approach. It makes the whole process easy to digest and less mysterious. From someone who's been in the business for 25 years, it's obvious that Mr. Horejs knows what he's talking about. I've already recommended it to others.

It is clear that the writer is an expert in his field. He offers step-by-step instructions on how to approach, engage, and help his customers acquire art. His love of art and respect for his customers is paramount. Many helpful insights and confidence builders. Have already recommended it to my

gallery rep!

I am a new artist and just started selling my art. I bought this book to learn more about the process. I liked this book, very informative and helpful to me, using the internet and local venues to sell art. I kept the book to refer back to as my art business grows.

This book offers a step by step plan for improving sales. It is a great sales manual you can use as a resource for years to come.

One of the best and most topical books for gallery owners-one I will keep for reference. It is great to find out we are doing so many things right and where our efforts could go further.

[Download to continue reading...](#)

How to Sell Art: A Systematic Approach to Creating Relationships with Collectors and Closing the Sale  
Sell & Re-Sell Your Photos: Learn How to Sell Your Photographs Worldwide  
Exit Bomb: Why Most Entrepreneurs Can't Sell, Don't Sell Or Sell Their Companies For Peanuts  
The Perfect Close: The Secret to Closing Sales - the Best Selling Practices & Techniques for Closing the Deal  
The Very Little but Very Powerful Book on Closing: Ask the Right Questions, Transfer the Value, Create the Urgency, and Win the Sale  
The Secrets of Closing the Sale: Included Bonus: Selling with Emotional Logic  
Close That Sale!: The 24 Best Sales Closing Techniques Ever Discovered  
Secrets of Closing the Sale  
The Secrets of Closing the Sale: BONUS: Selling With Emotional Logic  
The Secrets of Closing the Sale  
How to Sell Art to Interior Designers: Learn New Ways to Get Your Work into the Interior Design Market and Sell More Art  
The Science of High-Performance Supplier Management: A Systematic Approach to Improving Procurement Costs, Quality, and Relationships  
Top25 Best Sale - Higher Price in Auction - January 2013 - Vintage Pinball (Top25 Best Sale Higher Price in Auction Book 21)  
Bergey's Manual of Systematic Bacteriology: Volume 3: The Firmicutes (Bergey's Manual of Systematic Bacteriology (Springer-Verlag))  
Sales: How To Sell, Influence People, Persuade, and Close The Sale (Job Interview, Negotiating, Sales, Resumes, Persuasion, Business Plan Writing Book 4)  
Sell with a Story: How to Capture Attention, Build Trust, and Close the Sale  
How to Sell at Margins Higher Than Your Competitors : Winning Every Sale at Full Price, Rate, or Fee  
7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. High Paying Clients for Life: A Simple Step By Step System Proven To Sell High Ticket Products And Services (Selling Services:

How to sell anything to ... and How to Get Clients for Life Book 1) Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)