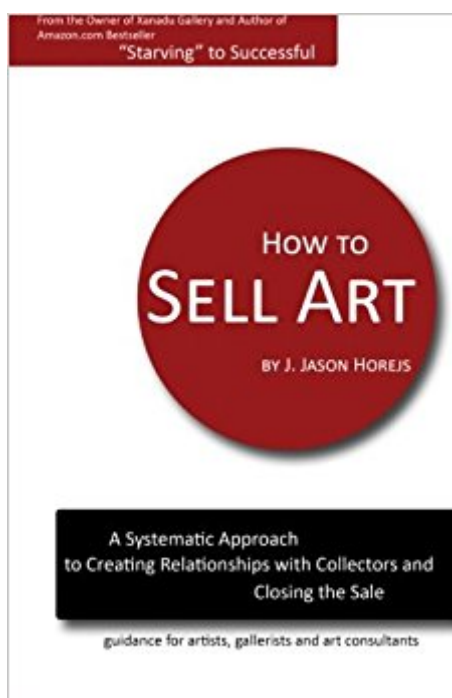


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# How To Sell Art: A Systematic Approach To Creating Relationships With Collectors And Closing The Sale



## 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

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## 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.

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