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# How To Sell Art

From the Owner of Xanadu Gallery and Author of  
Amazon.com Bestseller

"Starving" to Successful

## HOW TO SELL ART

BY J. JASON HOREJS

A Systematic Approach  
to Creating Relationships with Collectors and  
Closing the Sale

guidance for artists, gallerists and art consultants



## 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.

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## Customer Reviews

Amazing book. I read it on the airplane to Arizona then reread it on the way home because I had one of my biggest shows of the year 2 days after getting home. I made notes then memorized as much as I could. As I dealt with each client, thoughts of the book came to my mind on what to say or do next. The customer's words came right out of the book and so did mine. I appreciated the insight

and the humor looking at ourselves in how we deal with clients. I always treated customers politely but have never had the thought about being service oriented during and after the sale. One of my clients bought 3 large expensive paintings and I can't wait to call her next year and tell her I need to come and clean them for her. The book proved it's techniques to me with my high sales and ease of handling a sale. I was by no means perfect but could not have had such high sales without the book's guidance. With the book's help, I sold more in one day than I have ever sold before and set a sales record!! Frances Velling

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.

Selling art is an art form in itself. Its completely different to selling any other thing and in this book Jason shares the processes he uses to make countless sales over and over again. His writing is natural and down-to-earth, its a fun read! I couldn't put it down. I read this book as a refresher course before my art exhibition on the weekend and as a result I enjoyed about a 90% sale conversion rate. Using Jason's selling process I also gained a brand new client list full of wonderful people who couldn't afford my art on the day but loved it and will look into purchasing in the future. I have had gallery representation for the past ten years and this exhibition was a charity fundraiser for our local school so I had to make sales on my own. It was a bit like a blast from the past in those early years when I was selling my own art. The whole process reminded me of why I prefer gallery representation instead of selling on my own. Our gallery directors/agents earn every single cent they make from our sales and this book reminded me of all the work that goes into making a sale. Thanks Jason for another great book! I highly recommend this to anyone who is going it alone in selling your own art.

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.

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.

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!

"How to Sell Art" is a great tool. Horejs took a not-so-exciting subject (selling), added anecdotes and humor to his knowledge, and divided the book into easy to read "shorts." Bravo! Artists who read this book (and his first book "Starving to Successful") will definitely have an edge over other artists.

This is a really good and fast read worth its weight in gold. Jason, the gallery owner really shares pertinent information with you the artist. Artists would do well to find this gem. Jason really shares from the heart in this book.

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