



## **Boost Your Sales Now!**

### **Can you answer a question for us?**

Nationwide, why have wall portrait sales declined? Both major and small studios have experienced a decline in 16x20 and larger wall portrait sales. Could the problem be attributed to waning consumer demand or have studios simply priced wall portraits too high? Historically, studios have added wall portraits to higher priced packages. But to meet seniors' demand for more wallets from different poses, the traditional 16x20 was replaced by substituting additional sheets of wallets. Over time wall portraits, a forever product, became an optional offering. Selling wallets had become easier than selling wall portraits.

Perhaps wall portrait sales could be rejuvenated if both a "value added" and correct pricing strategy were used.

Historically, a professional photographer's mission was to document significant events in a person's life by providing "forever memories." To assist in this mission Kodak and Fuji spent millions of dollars in research to provide photographic papers that had a life cycle of well over 100 years. Today, many modern photographers must focus mainly on specific photo related products that will build a strong, return-customer base. Consider the following analogy. Brides have children, those children need to be photographed at various stages of their lives, including senior portraits. Failure to build this simple sequential "chain" has doomed many photographers from becoming a growth studio. Most major successful studios, 1970-1999, built their success on "one wall portrait sale at a time," not wallets. Wall portraits hanging in homes were and still are a perpetual studio advertisement when friends and relatives visit. Not so for wallets that are often tucked away in a purse, wallet or later on in a shoe box.

Studios can easily add value to wall portraits by offering sprays & mounting, art work and framing which consumers are willing to pay for once benefits of each are explained. With use of Photoshop design, multiple images can be easily canvassed to a 16x20 ROES template. A rule does not exist that a wall portrait has to consist of a single image. Simply stated, adding value to studio products is an easy way to add more revenue to your business.

Have consumers become confused on wall portrait pricing when in any given community studios have priced 16x20's from \$100 to \$250+? Photographers need to

research at what 16x20 price will revenue and profit be maximized without hindering sales. If studios are not selling a reasonable volume of wall portraits, prices just might be too high or valued added features are being ignored in the selling process. Samples of retouch and Photoshop art greatly aid the selling process. Simply posting a multitude of images on the Internet and hoping for a high return may address the "convenience" factor, but negates the face to face selling process (addressing benefits and features) that regularly results in higher sales averages.

Success in the portrait business just does not happen on its own.

Adding value to your portraits with low cost options such as spray, mounting, texturing or auto retouch, when priced modestly to the consumer, can add serious revenue and profit to your business. And this step is simple. Use sample prints to illustrate these add on features and watch your sales grow. All these options mentioned are available in ROES by simply "clicking the mouse."

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