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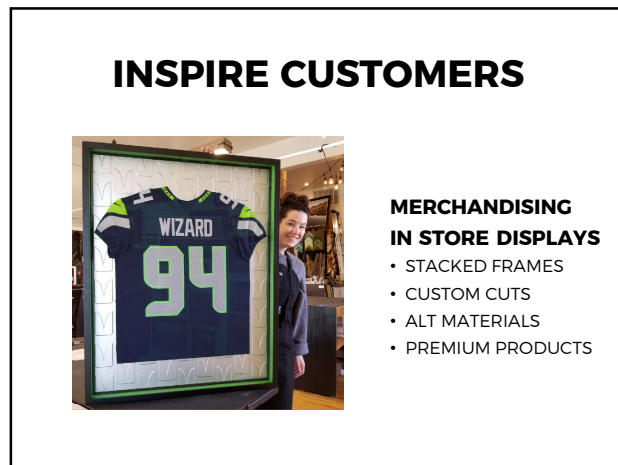
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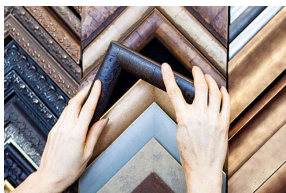


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INSPIRE CUSTOMERS

KEEP IT SIMPLE

- LIMIT OPTIONS
- UNDERSTAND DIFFERENCES & SELL THE BENEFITS



7

PRICING *For* PROFIT



10

QUESTIONS TO ASK

ASK QUESTIONS CLIENT HASN'T THOUGHT OF

- ✓ HOW DID YOU COME TO HAVE THIS PIECE?
- ✓ WHAT DO YOU LIKE BEST ABOUT IT?
- ✓ WILL IT BE DISPLAYED WITH SIMILAR THINGS?
- ✓ TELL ME ABOUT WHERE IT WILL HANG?
- ✓ HOW WOULD YOU DESCRIBE YOUR STYLE?
- ✓ WILL THE FRAME BE VIEWED FROM THE SIDE?
- ✓ WOULD YOU LIKE TO SEE HOW WE COULD MAKE THIS REALLY UNIQUE?

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PRICING *For* PROFIT

5 STEPS FOR FAIR & *Profitable* PRICING

- ✓ EVALUATE YOUR COSTS
- ✓ DETERMINE YOUR DESIRED PROFIT
- ✓ UNDERSTAND YOUR CUSTOMERS
- ✓ RESEARCH YOUR COMPETITION
- ✓ CHOOSE A STRATEGY



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GETTING THEM TO SAY *Yes!*

- ✓ **BUILD TRUST**
Ex: Digital & In Store Displays
- ✓ **BUILD RAPPORT**
Ex: Asking Questions
- ✓ **IDENTIFY NEEDS**
Ex: Museum Glass (for protection)
Ex: Optium Museum Acrylic (for safety)
- ✓ **ADDRESS CUSTOMER CONCERNS**
- ✓ **ASK FOR THE SALE!**

9

ARE YOU CHARGING ENOUGH?

- ✓ **Cost of Labor** Labor Cost per Hour = $\frac{\text{Total Labor Costs}}{\text{Total Hours Worked}}$
- ✓ **Overhead** Overhead Cost per Hour = $\frac{\text{Total Overhead Expenses}}{\text{Total Hours Worked}}$
- ✓ **Desired Profit** Profit Per Hour = Labor Cost per Hour × Profit Margin
- ✓ **Estimated Time to Complete**



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CHARGING FOR CREATIVITY

+ Labor Costs/Hour
+ Overhead Costs/Hour
+ Profit Per Hour

= Hourly Labor Charge

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MILITARY SERVICE

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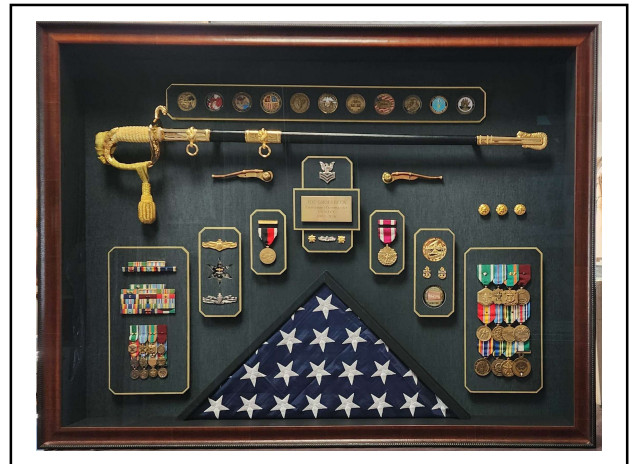
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EXAMPLE:
\$300K/yr – 1.5 employees @ Average Salary \$25/hr

$\text{Labor Cost per Hour} = \frac{\text{Total Labor Costs}}{\text{Total Hours Worked}}$
 $\text{Overhead Cost per Hour} = \frac{\text{Total Overhead Expenses}}{\text{Total Hours Worked}}$
 $\text{Profit Per Hour} = \text{Labor Cost per Hour} \times \text{Profit Margin}$

LABOR COST	OVERHEAD	PROFIT
<u>\$82,000</u>	<u>\$73,500</u>	\$37.50
2200 hrs/yr	2200 hrs/yr	X 15%
= \$37.50	= \$33.40	= \$5.63
\$37.50 + \$33.50 + \$5.63 = \$76.53 Hourly Labor Rate		

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The Art of
THE SHADOWBOX

MILITARY
 MUSIC
 SPORTS
 WEDDINGS
 THE UNUSUAL

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GLASGOW

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SWORD SUPPORTS

FABRIC WRAPPED

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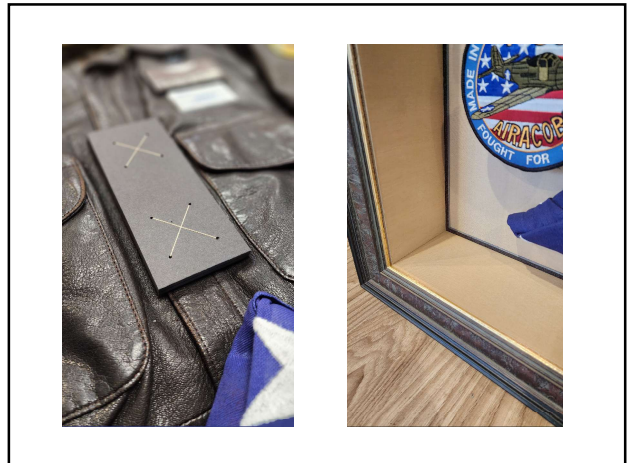
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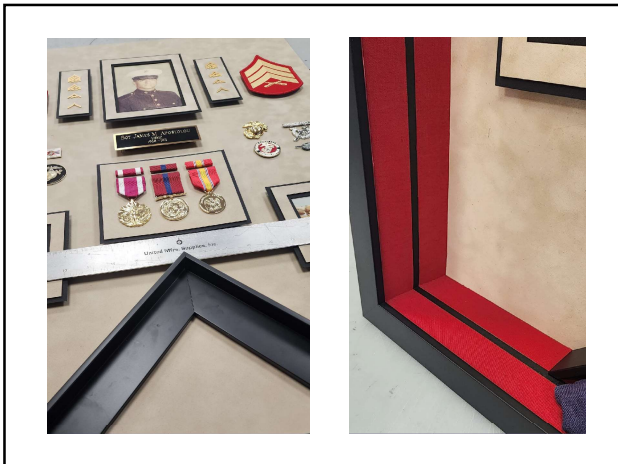
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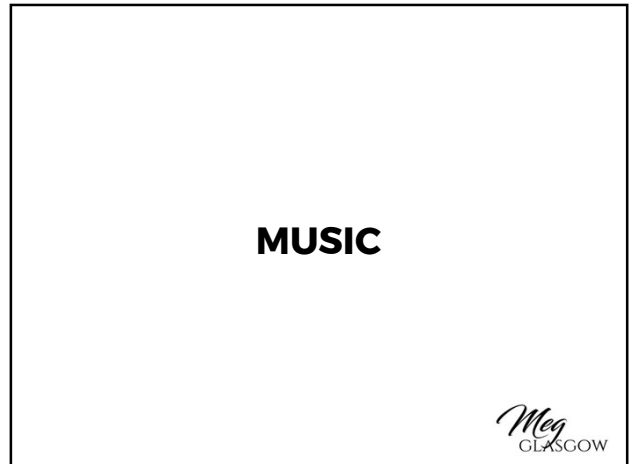
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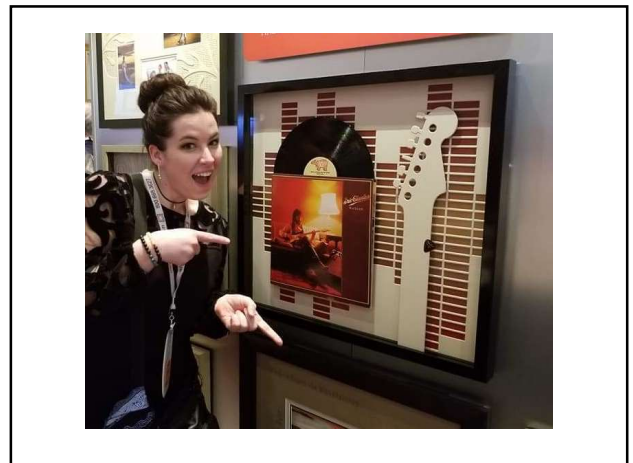
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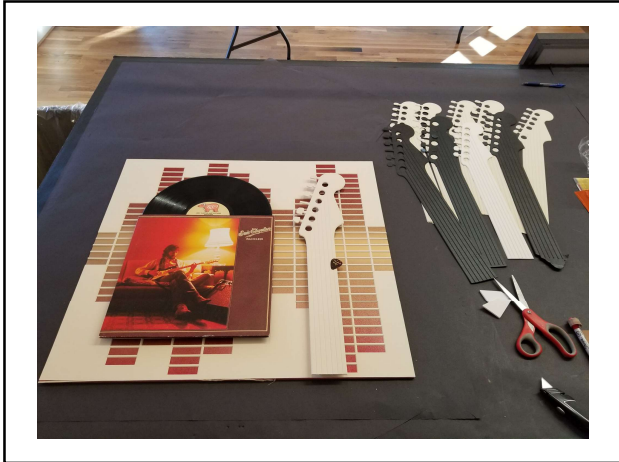
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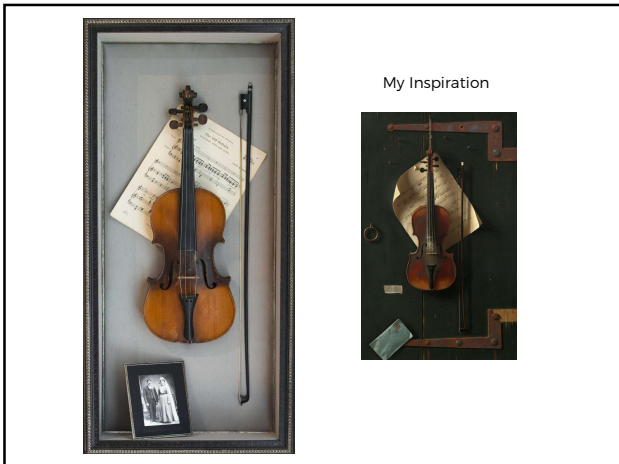
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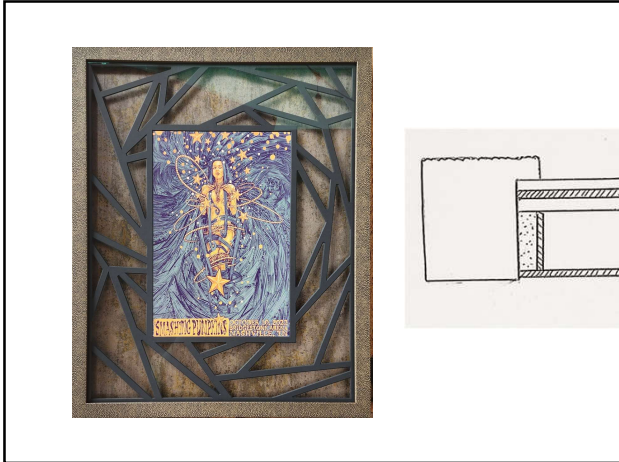
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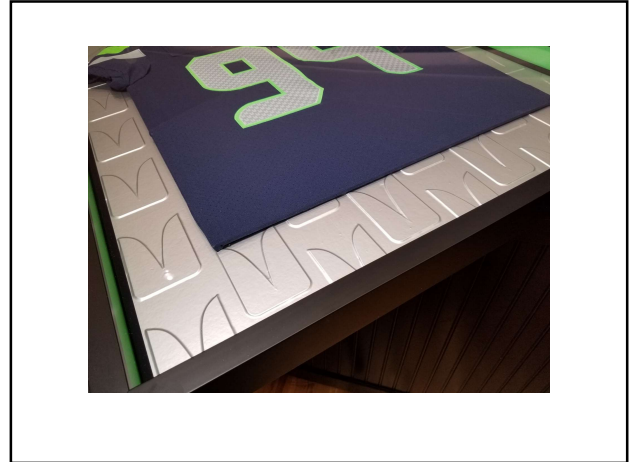
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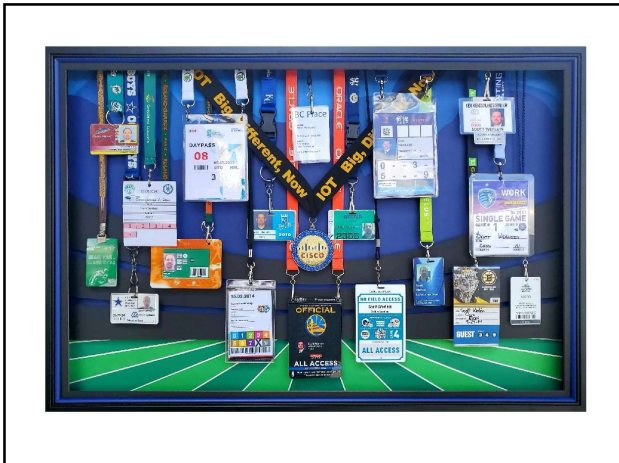
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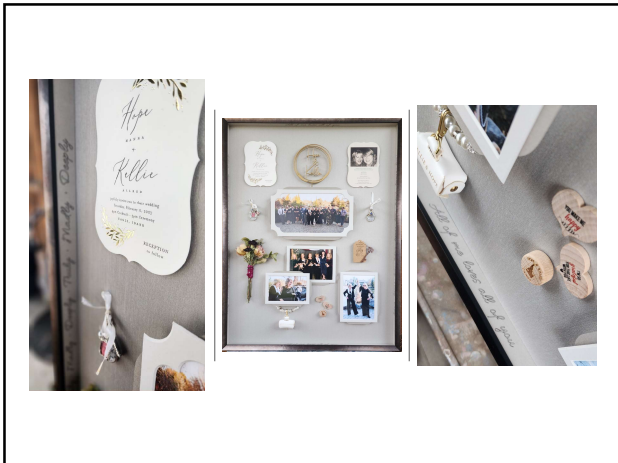
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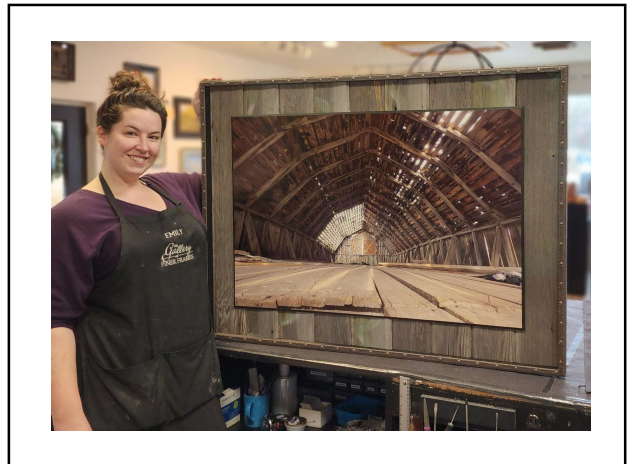
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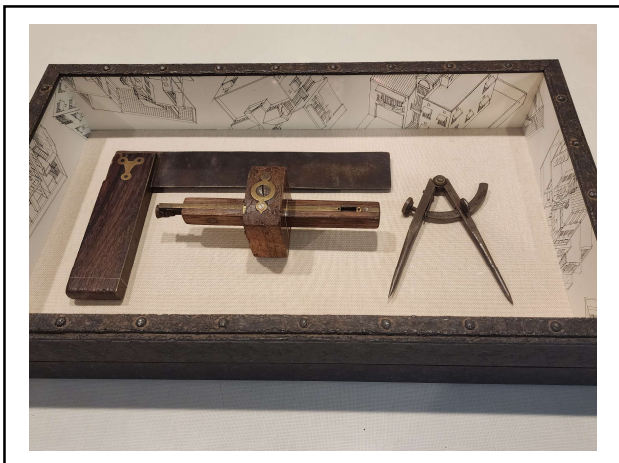
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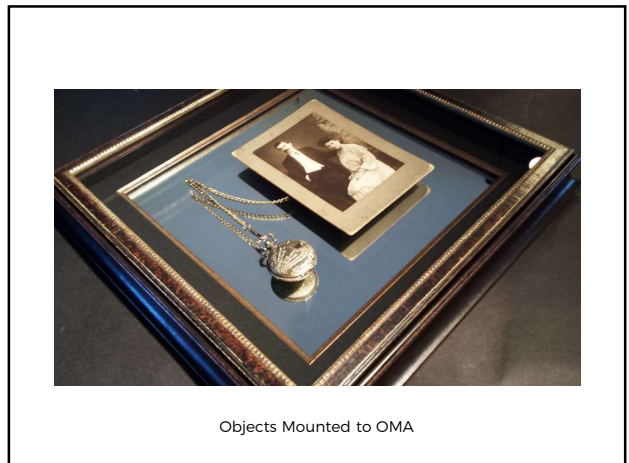
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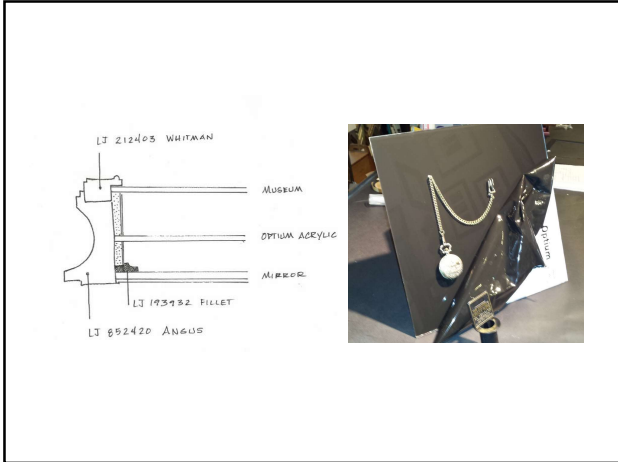


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Objects Mounted to OMA

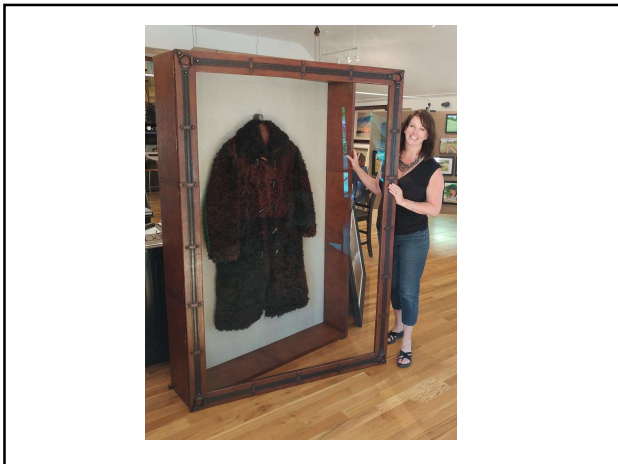
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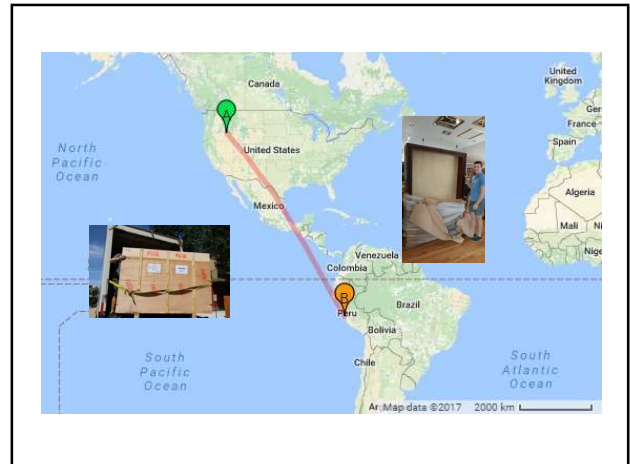
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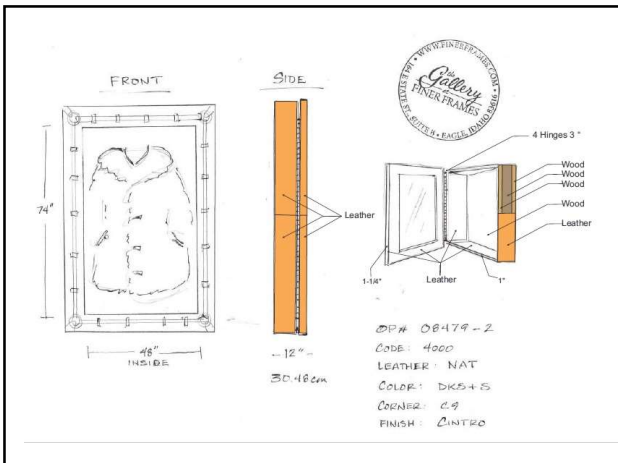
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REVIEW

- ✓ **Build Customer Trust**
- ✓ **Level Up Your Displays**
- ✓ **Examine Pricing Strategy**
- ✓ **30+ Design Ideas**

<https://finerframes.com/project-showcase/>



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Thank You!

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