



1



2



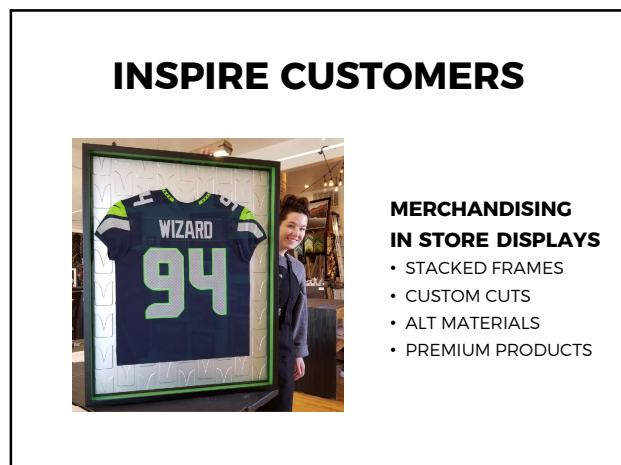
3



4



5



6

INSPIRE CUSTOMERS

KEEP IT SIMPLE

- LIMIT OPTIONS
- UNDERSTAND DIFFERENCES & SELL THE BENEFITS



7

QUESTIONS TO ASK

Ask questions your customer 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?
- ✓ WHAT COLOR IS YOUR WALL?
- ✓ 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?

8

GETTING THEM TO SAY *Yes!*

✓ BUILD TRUST

Digital & In Store Displays

✓ BUILD RAPPORT

Asking Questions

✓ IDENTIFY NEEDS

Museum Glass (for protection)

Optium Museum Acrylic (for safety)

✓ ADDRESS CUSTOMER CONCERNS

✓ ASK FOR THE SALE!

9

PRICING *For* PROFIT

Meg
GLASGOW

10

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



11

ARE YOU CHARGING ENOUGH?

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

Meg
GLASGOW

12

CHARGING FOR CREATIVITY

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

= Hourly Labor Charge

13

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
\$82,000	\$73,500	\$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		

14

SHADOWBOX
Design Ideas

MILITARY
 MUSIC
 SPORTS
 WEDDINGS
 THE UNUSUAL

Meg
GLASGOW

15

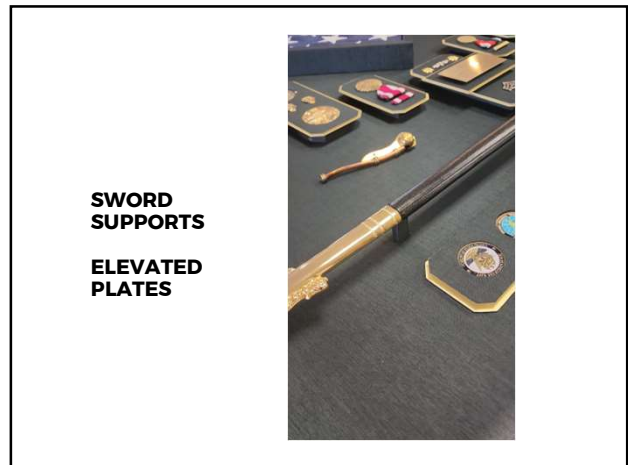
MILITARY & CAREER

Meg
GLASGOW

16



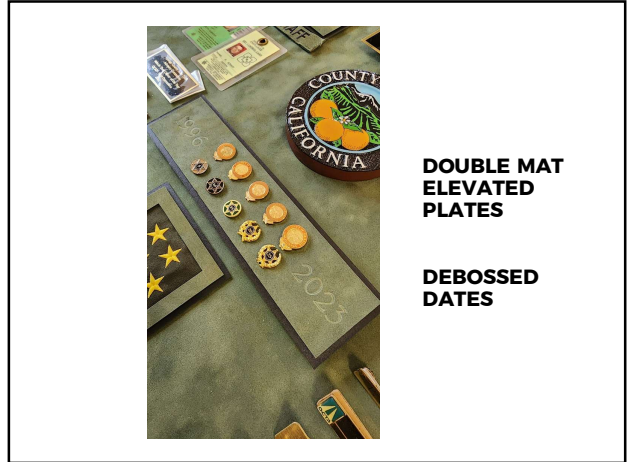
17



18



19



**DOUBLE MAT
ELEVATED
PLATES**

**DEBOSSED
DATES**

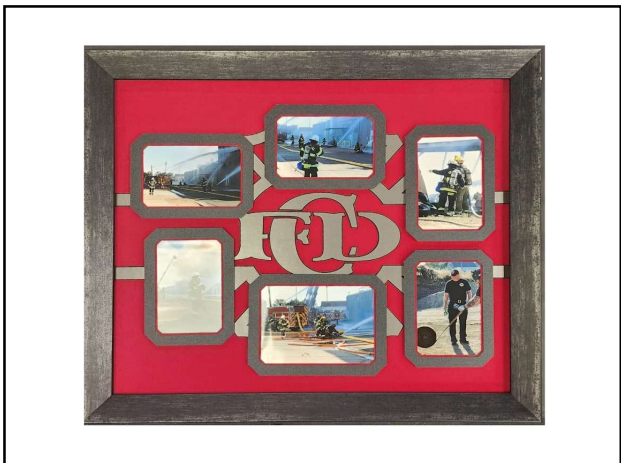
20



21



22



23



**DEBOSSED
NAVAGATIONAL
CHART**

**LIGHTED
SHADOWBOX**

24



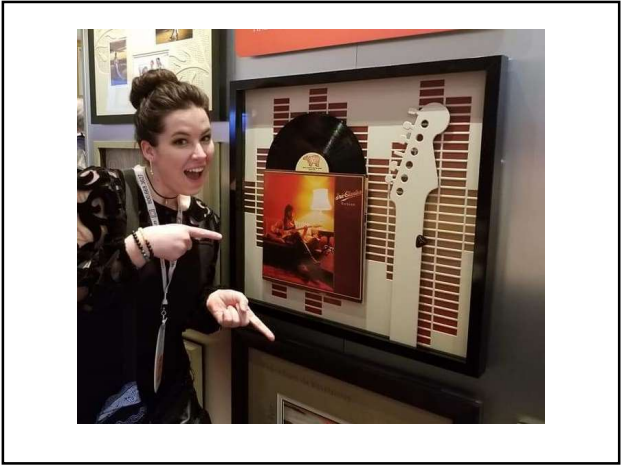
25



26



27



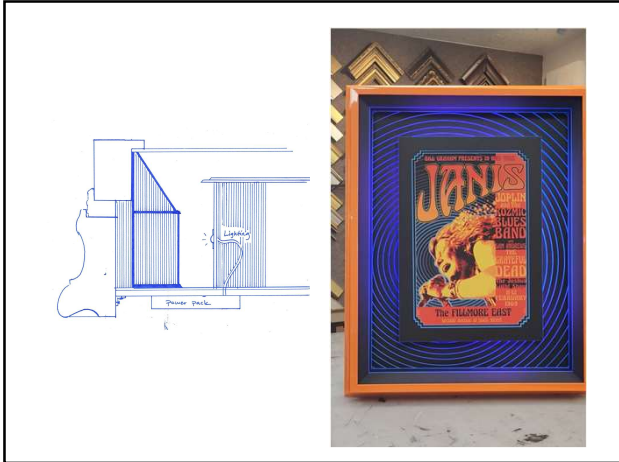
28



29



30



31



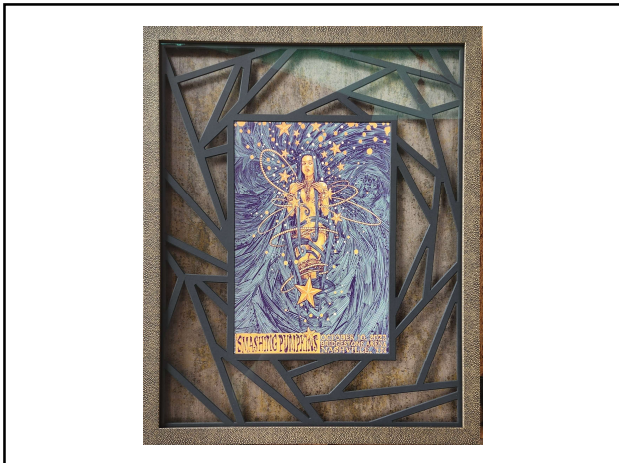
32



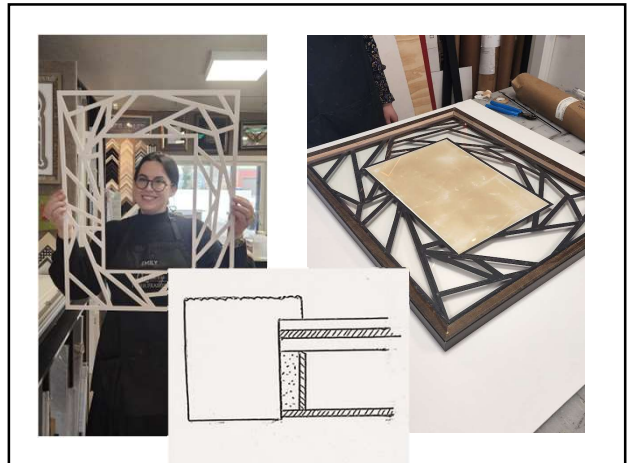
33



34



35



36



37



38



39



40



41



42



43



44



45



46



47



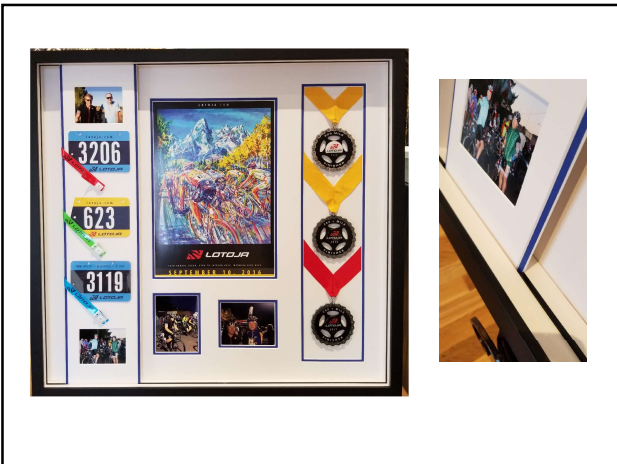
48



49



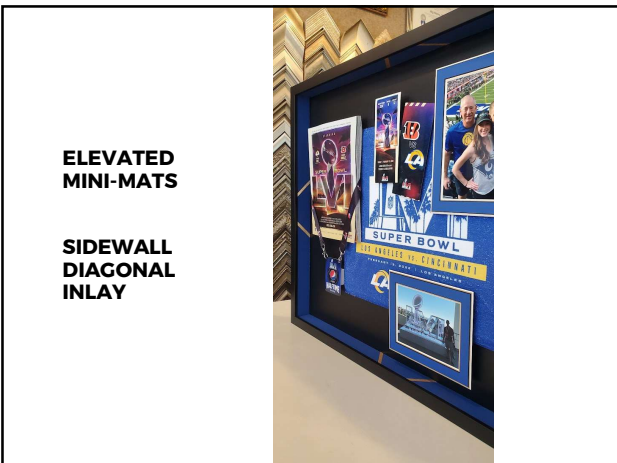
50



51



52



53



54



55



56



57



58



59



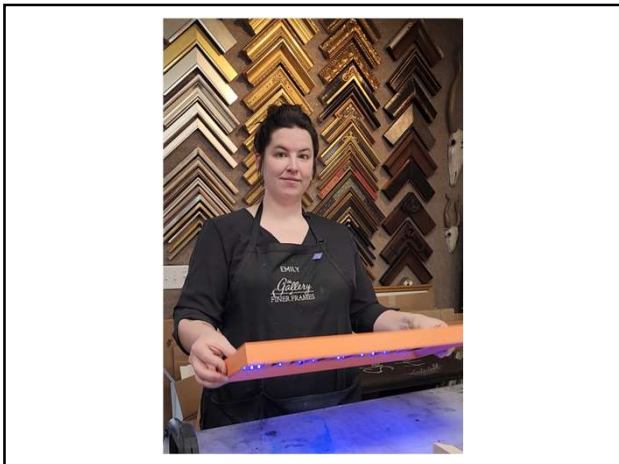
60



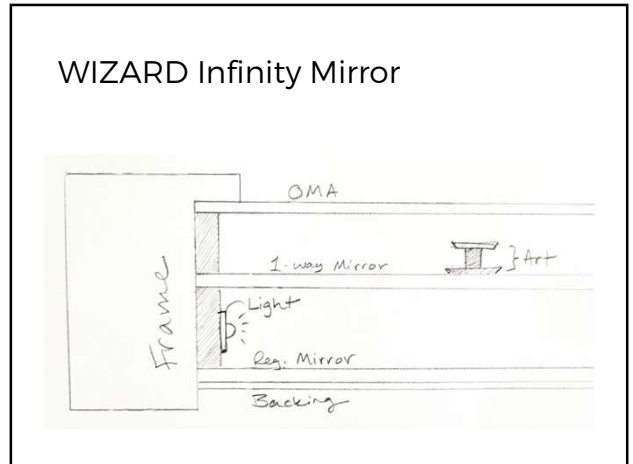
61



62



63



64



65



66



67



68



69



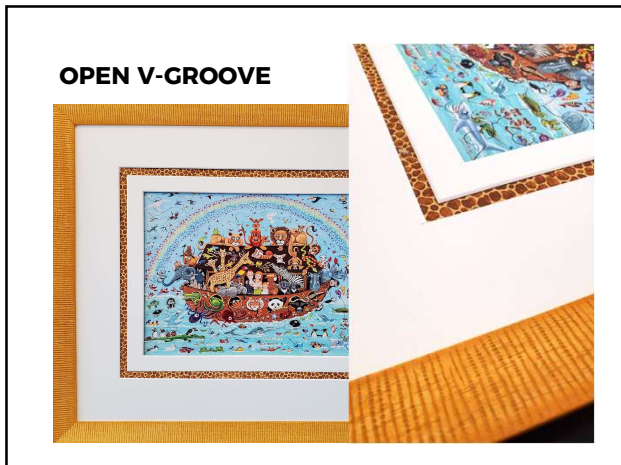
70



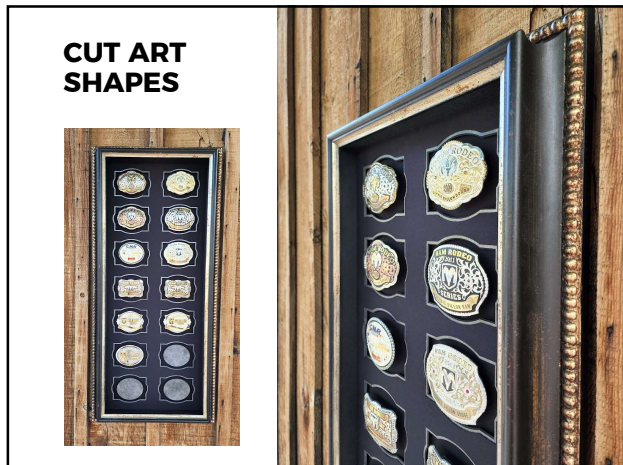
71



72



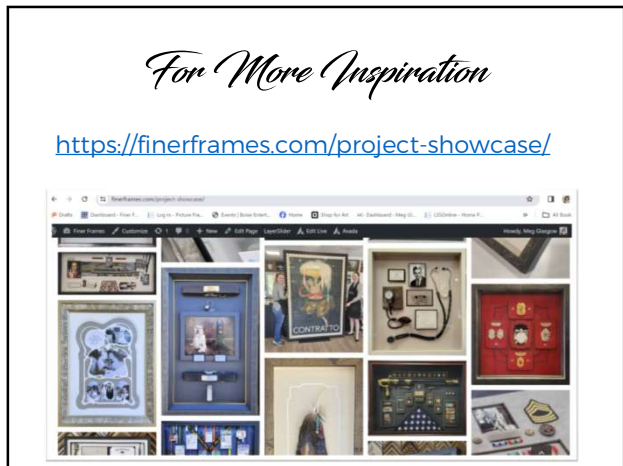
73



74



75



76

SHADOWBOXING
Profit and Success

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

Meg
GLASGOW

77

Thank You!

Meg
GLASGOW

MEGGLESGOW.COM

FINER FRAMES | Eagle, Idaho

78