

EASTERN EUROPEAN ART

Victory Art

BREAKING STEREOTYPES, BUILDING NEW PERCEPTIONS

WELCOME

Before we begin

- Please be mindful of others when speaking
- Keep your microphone off until the Q&A
- Be respectful
- Have a good time!

In cooperation with:



MEET YOUR LECTURER

Who am I

VIKTÓRIA PIKOVSKÁ

- CEO and founder of Victory Art
- Passionate photographer
- Devoted to shedding more light on emerging Central and Eastern European (CEE)



SEMINAR SCHEDULE

Add to your calendar

- 30.09.2021: The art industry and market part 1
- 07.10.2021: What do the art industry and tech have in common
- 14.10.2021: Art industry from a business perspective
- 21.10.2021: How to stay consistent and build your brand
- 28.10.2021: How to build a kick-ass portfolio
- 04.10.2021: Advice and recommendations for artists, working across borders, and how diversity can be a key to success
- 11.11.2021: How to reach your audience
- 18.11.2021: Social media strategies
- 25.11.2021: Building partnerships with galleries
- 02.12.2021: Building partnerships with galleries for collections
- 09.12.2021: HOW TO BUILD AND MAINTAIN RELATIONSHIPS WITH YOUR CLIENTS
- 16.12.2021: Career and experiences, mistakes to avoid, and how to deal with negative feedback

SEMINAR CONTENT

What we will discuss

How to build and maintain a relationship with your clients

- Introduction to building relationships with clients
- Tricks to maintain relationships
- 2 skills you need to develop to get the most out of your clients



PARTNERSHIPS

What do you need to know?

How to build and maintain a relationship with your clients

- Although there have been many developments over time, developing a relationship is still the most important.
- Developing a mutually beneficial relationship with your clients is the best method for success



PARTNERSHIPS

What do you need to know?

Appreciate the relationships you have

- The key to a sale is the relationship that you initiate with someone
- Convince people of your intentions
- People, museums, galleries, and collectors all appreciate the relationships they have due to its worth
- Invest time and effort into creating and maintaining a list of people who would keep coming back.
- It's not easy, but it's worth it!

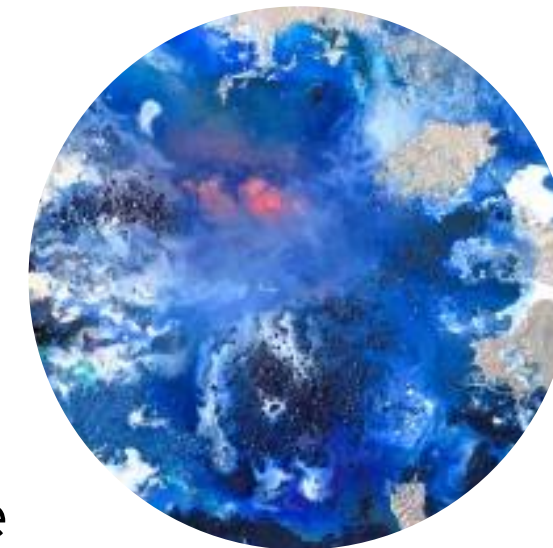


PARTNERSHIPS

What do you need to know?

Treat your clients equally!

- If you wish to establish trust, you have to keep a positive image
- Pay attention to all clients equally and treat them the same
- Don't sort out your focuses and feel that others are more important
- Be sure to give everyone fair and equal treatment
- In the long run, it will pay off

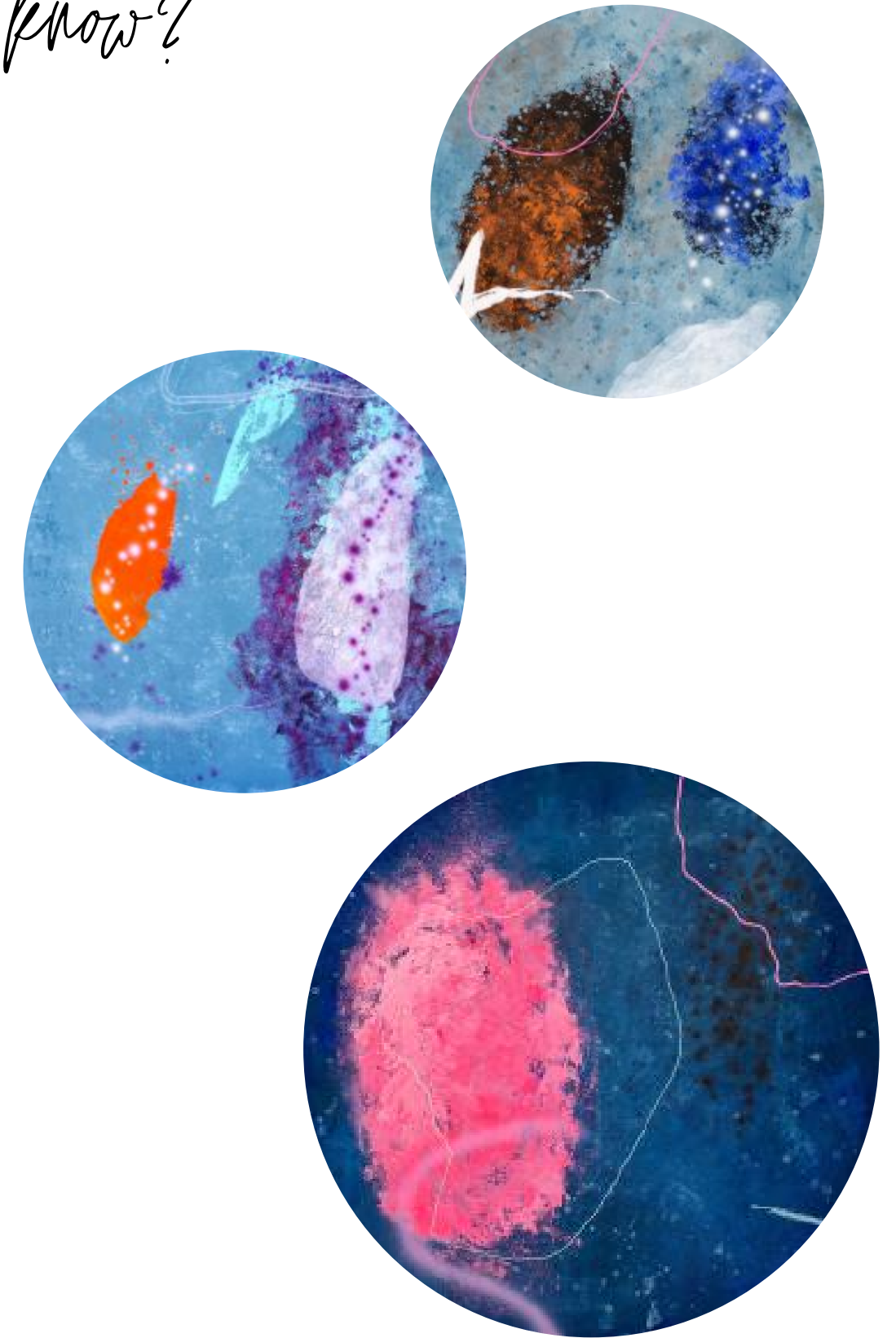


PARTNERSHIPS

What do you need to know?

YOU have to make the first move

- Clients will not just show up
- Communicate and be open about your art and styles
- Make sure to leave a good impression at public gatherings
- Don't be afraid to make the first move, that person might end up being your next regular



PARTNERSHIPS

What do you need to know?

The relationship needs to be mutual

- Clearly communicate with your clients on all details.
- Make sure both parties are aware of the outcome of the collaboration
- Express any concerns or suggestions you have
- Make sure to take their opinions into consideration and respond in a polite manner
- Keep the relationship professional and respectful

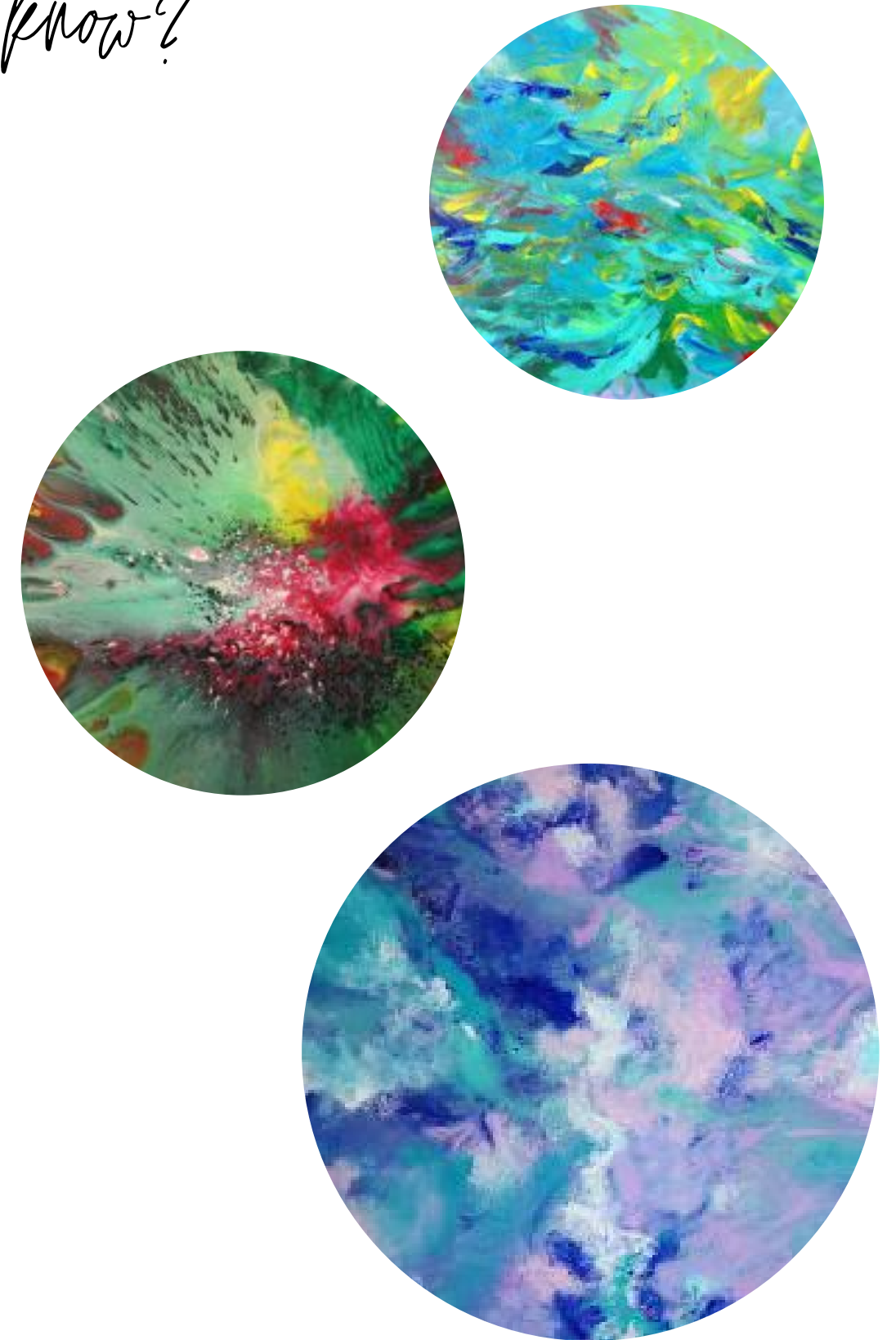


PARTNERSHIPS

What do you need to know?

Don't forget about the real world

- It's easier to simply communicate via the internet but it is difficult to maintain your connections in this manner.
- Don't rely only on the online tools, try to get out there
- Visit physical places and try to connect to your community and establish relationships
- Try to have video/phone calls with your connections



PARTNERSHIPS

What do you need to know?

Don't forget about the real world

- Have business cards and photographs of your art with you at all times
- Make sure you're always prepared, you never know when a potential client might appear



PARTNERSHIPS

What do you need to know?

Develop your relationships, take it one step further!

- Everyone has to start somewhere
- Building relationships is hard work but will be worth it
- Requires careful decision making and interactive communication between both parties

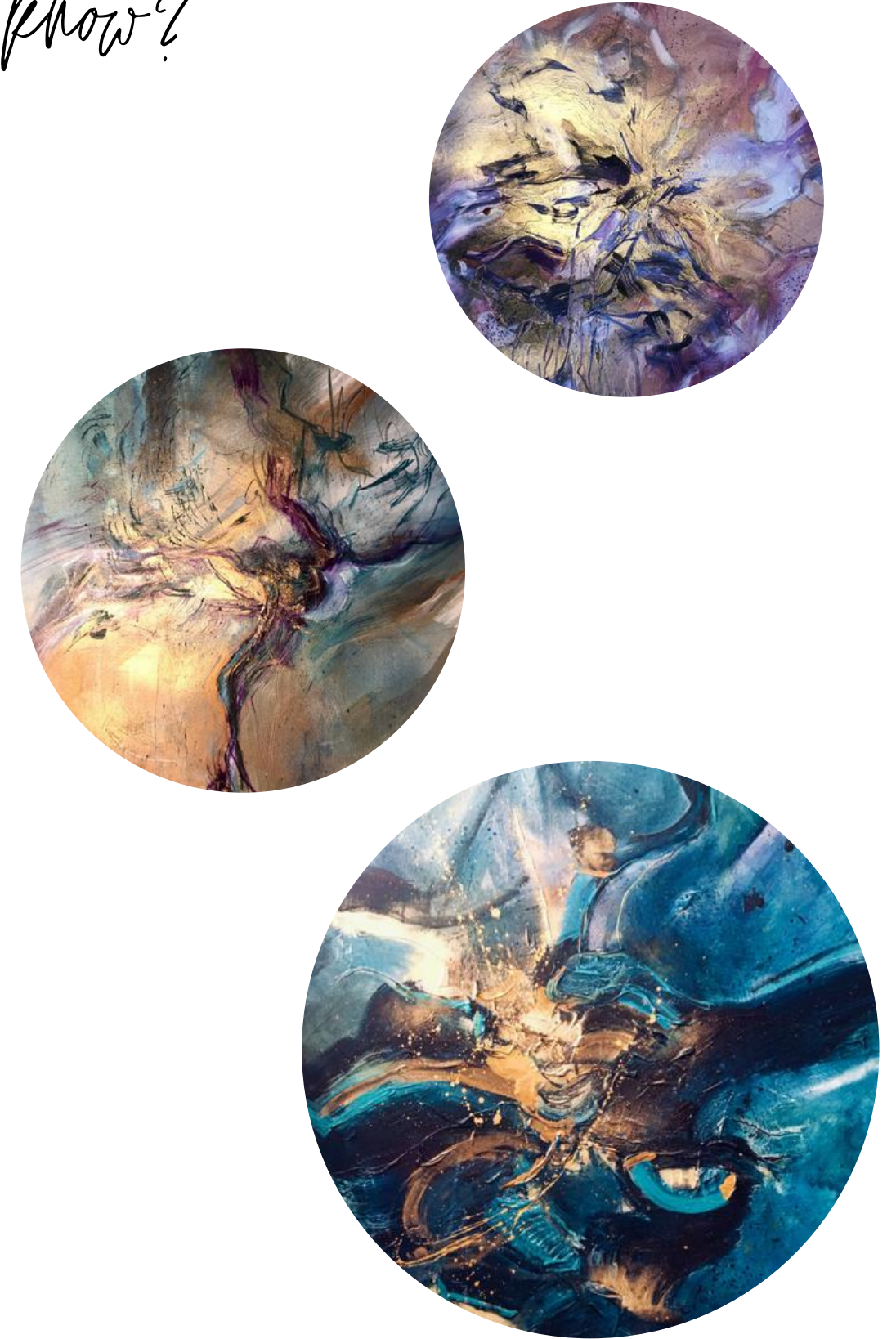


PARTNERSHIPS

What do you need to know?

Develop your relationships, take it one step further!

- Attend gallery opening, receptions, art events, and anything else to build your network
- When making new connections, don't forget about your old ones
- Maintain contact with all your connections and work towards constant improvement



PARTNERSHIPS

What do you need to know?

2 skills you need to develop to get the most out of your clients

- As an artist, you are your own boss
- Take control of your business and the way you wish to operate
- Don't let clients decide for you
- Let your clients get accustomed to and follow your schedule

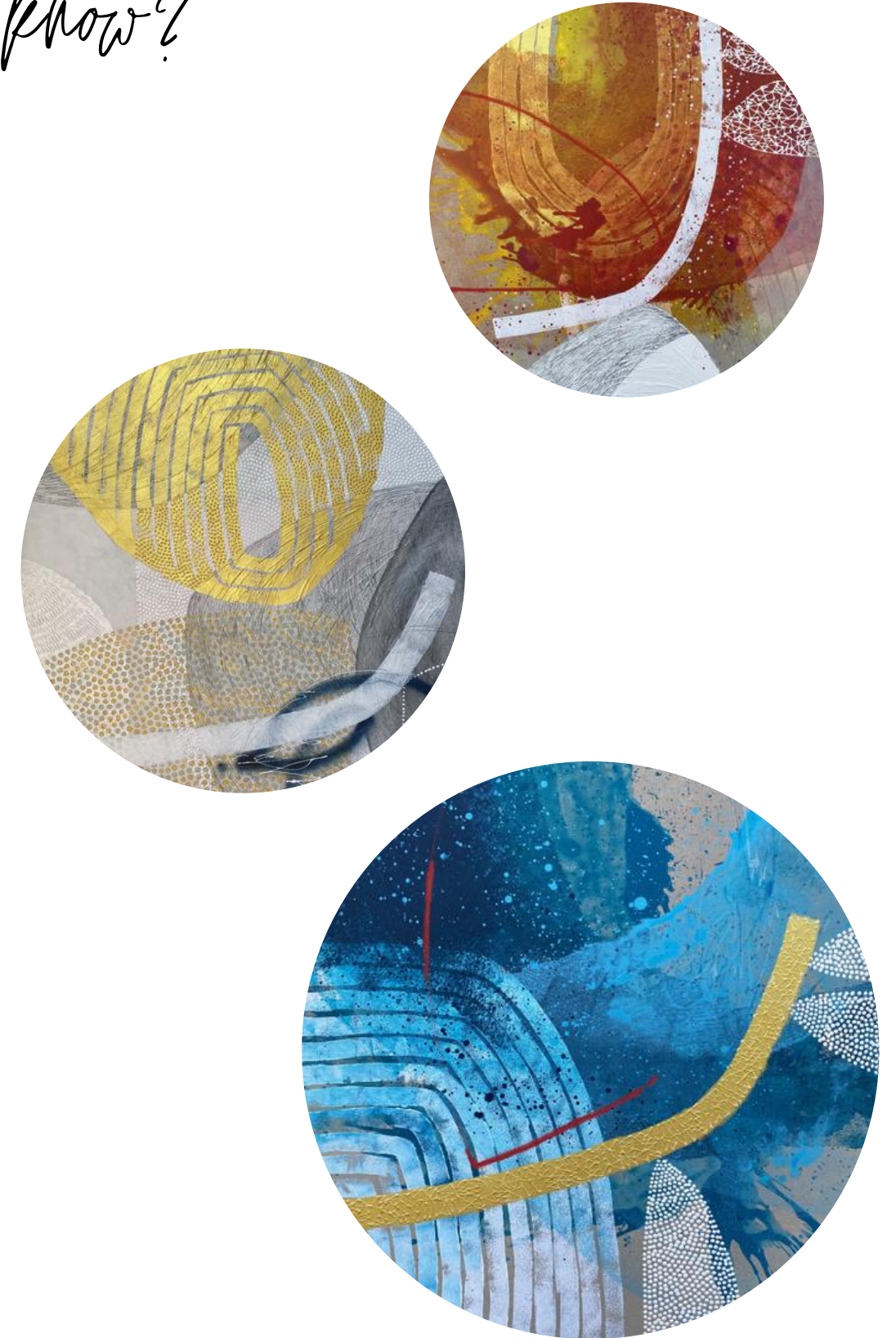


PARTNERSHIPS

What do you need to know?

1. Learning to choose the right clients for you

- Not every client that approaches you is a good fit
- Ultimately you decide whom you want to have a client
- Your ideal client will not always be the same, it develops over time
- Clients should show appreciation and value for your work
- Usually, it's easy to identify the wrong clients, but the red flags may seem green when you're desperate



PARTNERSHIPS

What do you need to know?

Signs to watch out for in clients

- Before anything else, they are concerned with the price
- They want their artwork unrealistically fast
- Clients who ignore or disregard any questions you may have

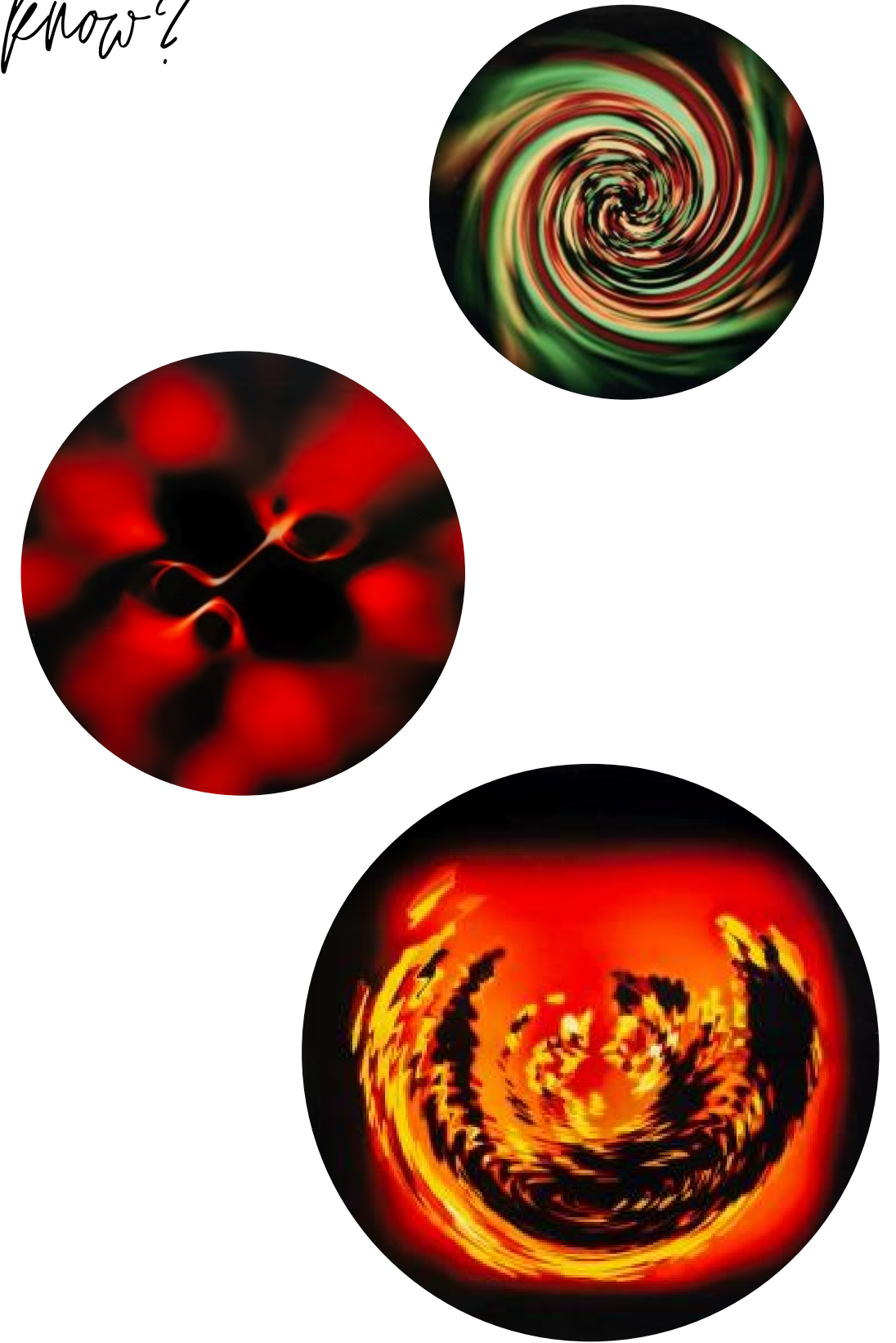


PARTNERSHIPS

What do you need to know?

Signs to watch out for in clients

- They have no clue what they want and keep demanding changes
- Those who constantly try to haggle on the price of the work
- STOP ignoring these signs and find the right clients for you

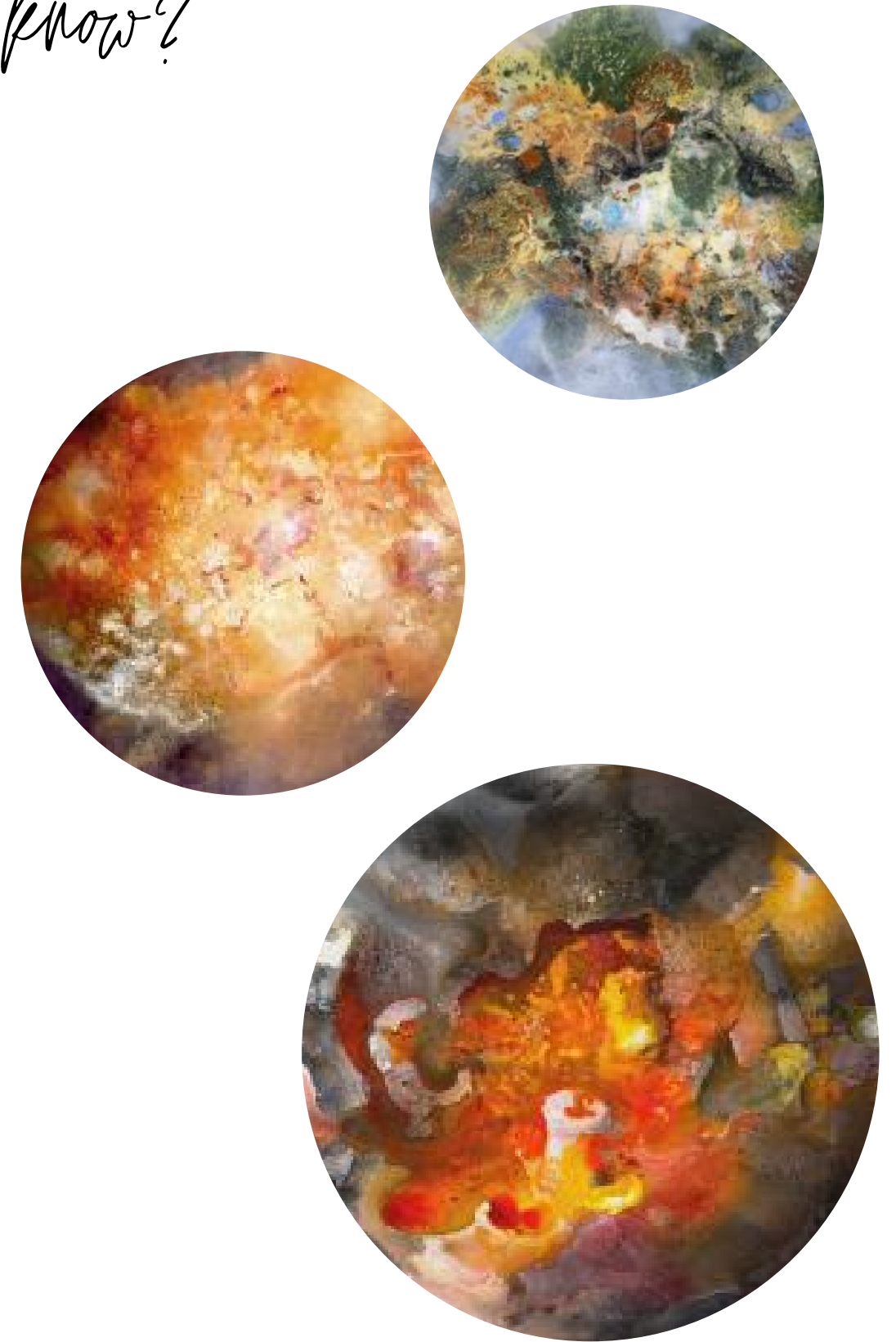


PARTNERSHIPS

What do you need to know?

2. Don't give false hope

- You are unable to control your clients, but you are able to manage their expectations
- Learn to train your clients and get them accustomed to what you are already doing
- Everything you do as an artist affects the way you are perceived by your clients
- Have your strict working hours and resist the urge to respond right away or this behavior will be expected



PARTNERSHIPS

What do you need to know?

2. Don't give false hope

- Don't hand in projects before its due or it will be expected of you
- Control your time and make clients work on your schedule
- Set aside time to focus on your art



PARTNERSHIPS

What do you need to know?

Tips on how to control client's expectations:

1. Write everything in detail

- Start with an outline of the project and what to expect
- Back up your words with written proof along with a timeline to keep track
- Agree on the level of communication between both parties
- Make sure both parties are respectful of each others time



PARTNERSHIPS

What do you need to know?

2. Make sure to communicate key information verbally.

- Writing isn't the end, You have to communicate the information verbally as well
- Highlight all the key details to get clients to fully understand the project
- Repeat and communicate until both parties fully understand the project



PARTNERSHIPS

What do you need to know?

2. Make sure to communicate key information verbally

- Make sure to answer any questions and avoid misunderstandings
- Explicitly mention the payment details as well as the usage rights and ownership



PARTNERSHIPS

What do you need to know?

3. Keep their expectations realistic

- Before agreeing to work together, ask about their expectations on the result of the project
- If they don't know what to expect, Explain what is within your capabilities
- Make sure they don't have unrealistic expectations or both parties will be dissatisfied
- You're only human, you can't do everything. Be sure to explain it to your clients

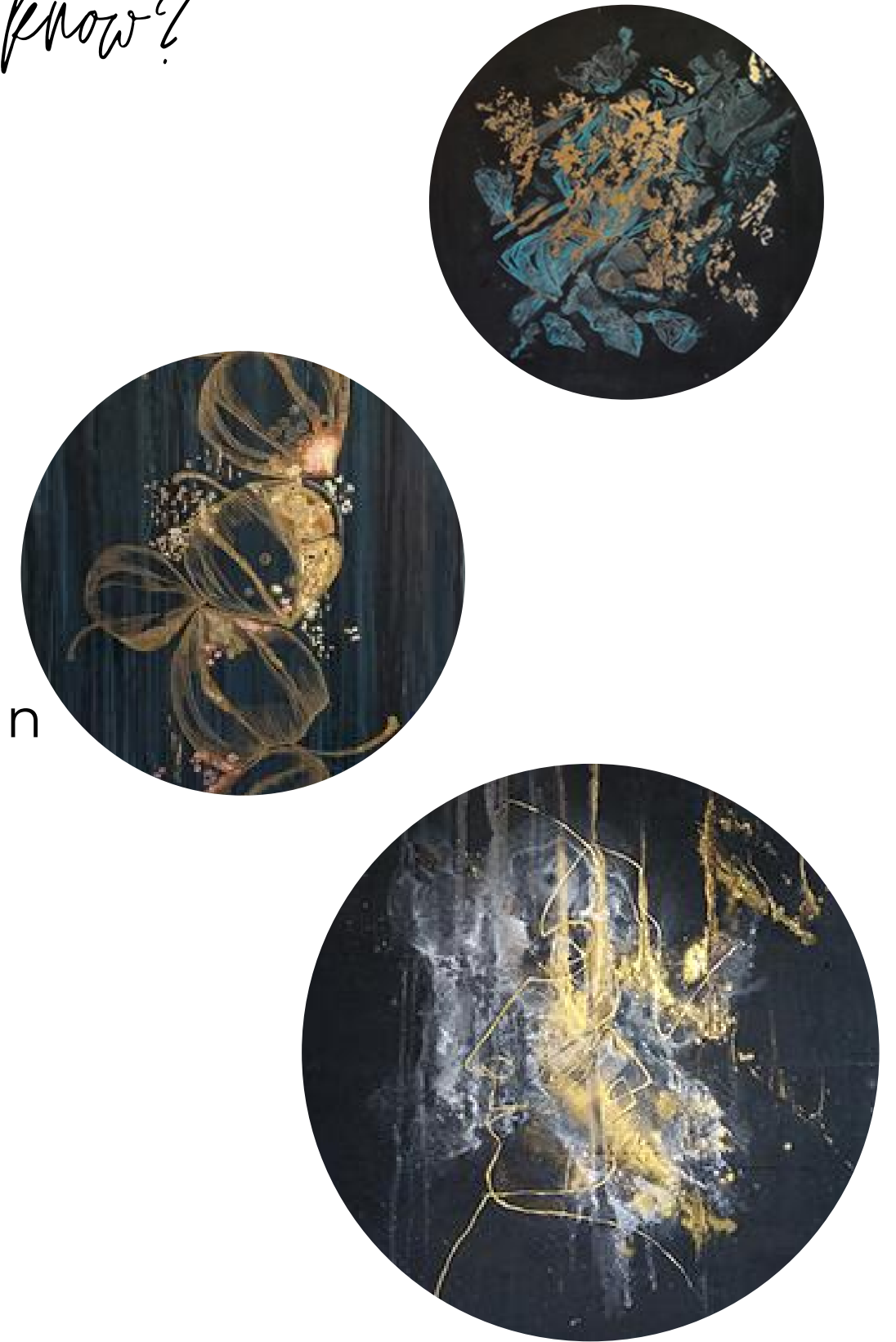


PARTNERSHIPS

What do you need to know?

4. Keep them updated

- Update your clients constantly on any changes
- Communicating is the key to avoiding any unrealistic expectations
- A simple phone call or email is enough to update them on the progress of the project
- Go the extra mile to give your client little reminders or updates about the project.



PARTNERSHIPS

What do you need to know?

4. Keep them updated

- Notify beforehand if you will be late to a meeting or if you need to adjust the deadline
- Show that you care for this project
- Be professional
- Know when you aren't a good fit for a client and learn to turn down those offers

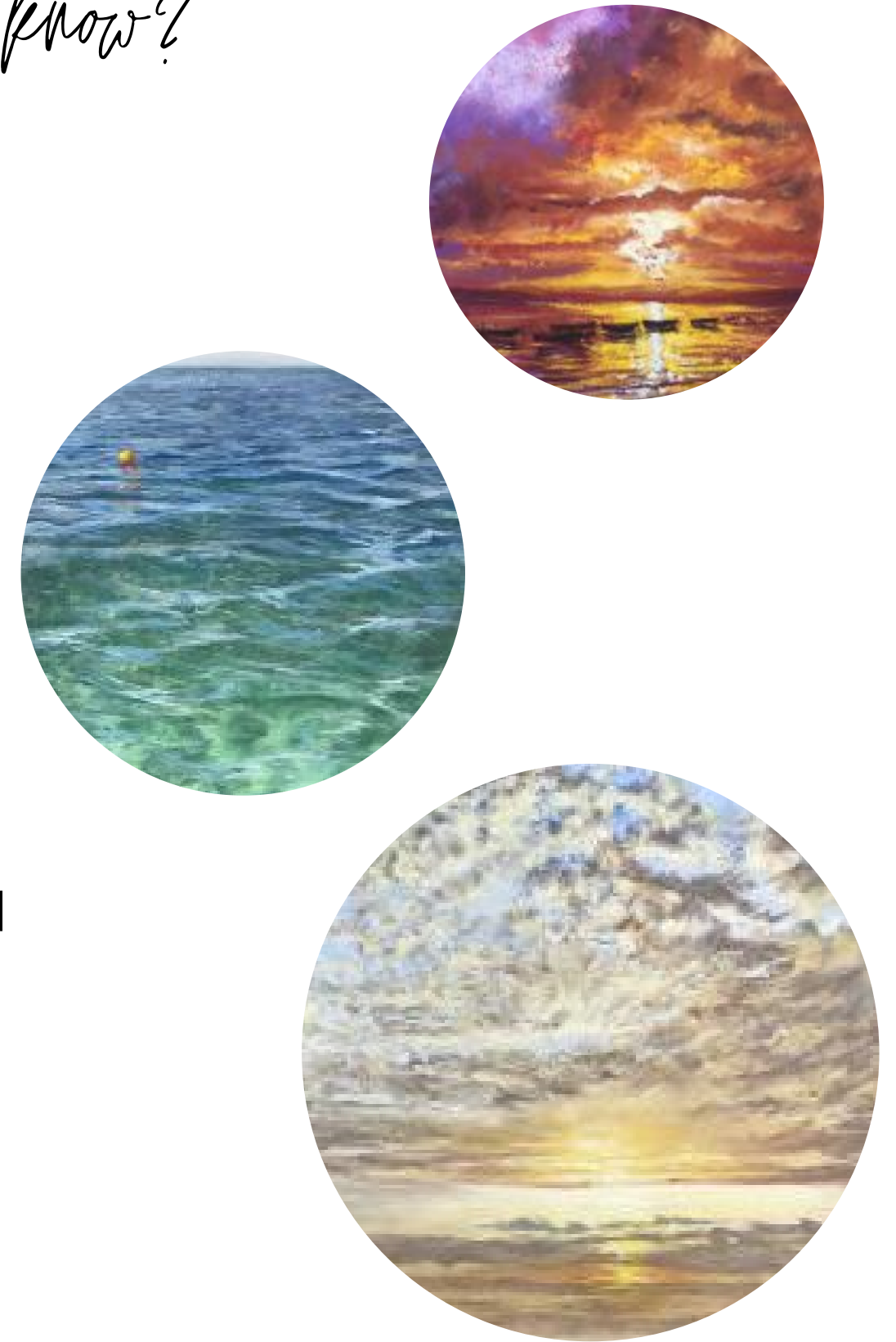


PARTNERSHIPS

What do you need to know?

Tricks to leave a memorable impression

- Go the extra mile to show you care
- Add heartwarming notes (personalized) to show appreciation
- Create postcards with your artworks and add it as a gift
- After a period of time, keep in touch with your client and ask if they are enjoying the artwork



NEXT WEEK'S TOPICS

What will we discuss?

Guest speaker

- Career and experiences
- Mistakes to avoid
- How to deal with negative feedback



ASK US ANYTHING!

Q&A

**DON'T FORGET TO SIGN UP
FOR OUR FREE
CONSULTANCY SESSIONS!**

STARTING NEXT YEAR

CONTACT US FOR MORE INFORMATION

THANK YOU FOR JOINING US!

Follow us at:



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