

5 Features That Make ProSelect Pop

<http://www.jewel-images.com/5features.zip>

Who Am I?

- ❖ Julia Kelleher, CPP
- ❖ ProSelect Trainer / Educator
- ❖ Boutique Studio Owner, Bend OR
- ❖ Families, Newborns, Dogs



What makes you \$\$??

- A good, desirable product. Quality photography.
- Great products and creative pieces.
- An awesome client experience and solid brand.
- Pricing that is structured effectively.
- In-Person sales.
- An efficient, timely work flow.

How Does ProSelect Help?

- ❖ **Client experience**
- ❖ **Sales tool for encouraging higher sales**
- ❖ **Workflow**

In ProSelect-It's more than 5 features....

- ❖ Some of these you can implement right away.
- ❖ Some will take some extra training (see archived webinars)
- ❖ Today you'll get an overview of these features.

My ProSelect Top 5

(With lots of favorite underlying features)

- ❖ Room View / Select Size (*Client Experience/Sales Tool*)
- ❖ Template / Product Design (*Client Experience/Sales Tool/Workflow*)
- ❖ Album Creation (*Client Experience/Sales Tool/Workflow*)
- ❖ Invoicing & Sales Reports (*Sales Tool/Workflow*)
- ❖ High Res Production (*Workflow*)

Client Experience

- ❖ **A good client experience means:**
- ❖ 1. The client emotionally connects with the images in the sales room.
- ❖ 2. The client feels like their needs are being met.
- ❖ 3. The clients budget is carefully considered and respected.
- ❖ 4. The client feels like they are part of the design process and that the artist is creating specifically for THEM.
- ❖ 5. The clients questions are answered honestly and constructively.
- ❖ 6. The client feels like they have a range \$\$ of options.
- ❖ 7. The artist provides sound artistic advice that adheres to the clients final goals.
- ❖ 8. The client leaves the sales room happy and excited to receive the final product.

Client Experience & ProSelect

- ❖ **1. Slideshows: Use them to emotionally connect the client to the images.**
- ❖ **2. Comparing Images: The Yes, No, Maybe process helps your client feel involved.**
- ❖ **3. Room View: Showing Images on a clients OWN wall is deeply emotionally connecting and gives the client a vested interest in the images!**
- ❖ **4. Projection: Showing images large makes a bigger emotional impact & it also UPS the sale!**
- ❖ **5. In-person appointments give one-on-one communication. Your client will feel more connected to you AND the images and will be inclined to purchase more.**

Room View & Select Size



Show Your Images on Your Clients Own
Wall

Show Images in Actual Size

Creates an Emotional Sale

Show What You Sell

Show Matting & Framing

Sell Series of Wall Images



Template Design

Show What You Want To Sell!!

Using ProSelect Templates

Using Imported Photoshop Templates

Show What You Sell

Wall Galleries

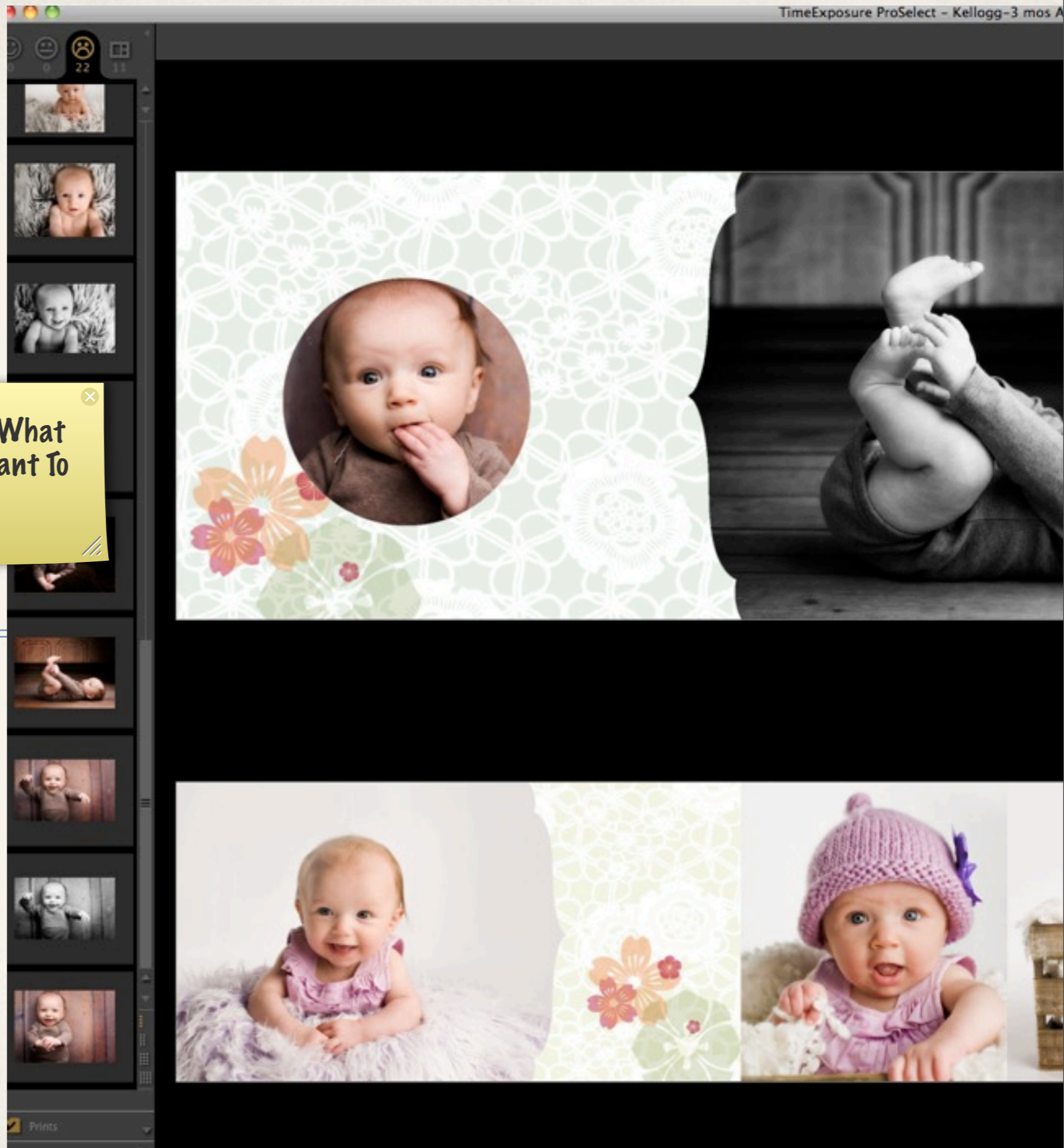
Cards

Image Boxes

Mini Books

Storyboards

ANYTHING!!

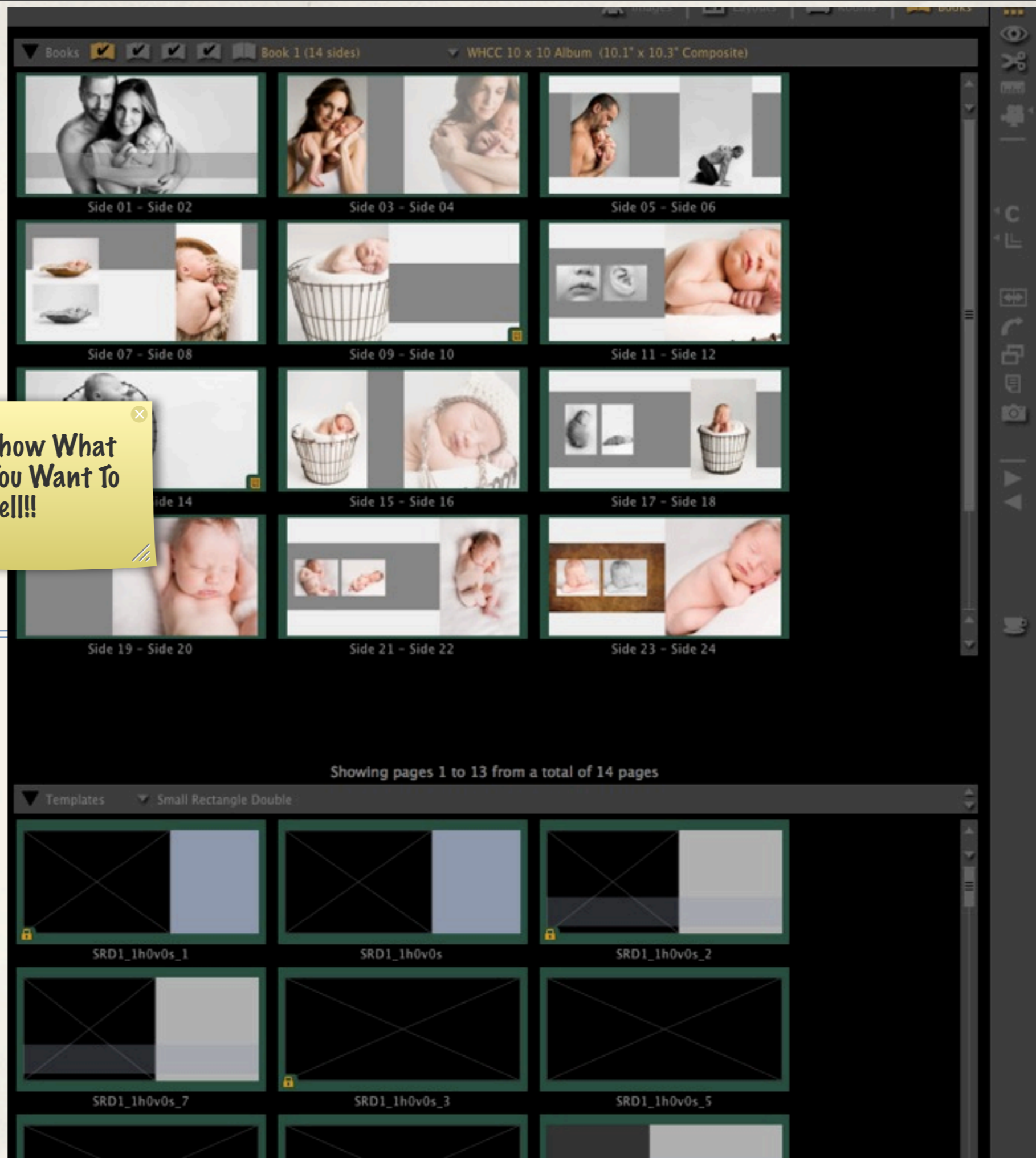


Album Creation

Show What
You Want To
Sell!!

Working With Books
Any Size, Any Lab
Matted or Press Style

*Makes designing a book....a
breeze.*



The Sale

- ❖ **A good sale means:**
- ❖ 1. Money \$\$\$\$ of course!
- ❖ 2. Meeting your target sales average with every client.
- ❖ 3. The clients budget was taken into account and not grossly exceeded without permission.
- ❖ 4. The client leaves feeling good and with no, or very little buyer remorse.
- ❖ 5. The sales process was efficient and decisive.
- ❖ 6. The client invested in a creative product that they will show off to friends.
- ❖ 7. The client plans to come back soon!
- ❖ 8. The client refers you to other people.

Sales & ProSelect

- ❖ **1. Big Images & Actual Size:** Showing larger images gives IMPACT! And once your client sees the “actual” size of an 8 x 10 on a wall, they will NOT buy it for the wall.
- ❖ **2. Hi-Tech Hip:** Just using ProSelect in the sales room implies you are an extreme professional and a high-end studio. This “branding” will increase the sale and/or put on subtle pressure to buy more.
- ❖ **3. Designing Products:** Using the “Working With Layouts” module and designing cards, storyboards, collages, mini accordions, image boxes etc...will increase your sale. A custom product commands \$\$\$. Photography is not just creating an image, its about creating fabulous PRODUCTS!
- ❖ **4. Designing Books & Albums:** The “Working With Books” module will allow you to design a press album right in FRONT of your client. Showing WHAT you sell is key to making a big \$ale.

Workflow

- ❖ **An efficient work flow means:**
- ❖ 1. You have a systematic, repeatable process for your data, images, orders and customer service.
- ❖ 2. Your turn around time is quick and takes advantage of the clients “emotional high.”
- ❖ 3. You are only doing processes ONCE!
- ❖ 4. Saving time where you can because “Time really IS Money.”

Workflow & ProSelect

- ❖ **1. Shopping Cart:** The shopping cart “Quick Add” feature makes creating an invoice easy and electronic. Plus, you can print it for your client to take home.
- ❖ **2. Data Transfer:** By using the ProSelect shopping cart and then exporting that order, you only enter an order once, and you create an efficient, paperless work flow.
- ❖ **3. Hi Res Production:** HRP (Pro version) will take a clients order and tell Photoshop to make the final products(jpgs). It works like automatically like an action and **SAVES YOU BOAT LOADS OF TIME!**

Invoicing & Sales Reports

~Efficient, Easy-to-Use
Shopping Cart

~Thumbnail Invoices

~Data Transfer to Studio
Management/Accounting
Software.

Portrait Jewels

Order for Francie Engel
3462 NW Rune Canyon Ln
Bend, OR 97701
Hm: 541-338-1111
fke@ber...

Never Enter Data Twice!

Rhone Alexander Engel
DSC_9194 BW

Chloe Back 2
Qty: 3 7.3 x 5.2 in
April 13, 2011
8:50 pm
7" x 11" 19.5 inches
We welcome with love!
DSC_9358 (B&W)

Single Matted 1
Qty: 1 24.0 x 30.0 in
Newborn Session

Single Matted 1
Qty: 1 24.0 x 30.0 in
Maternity Session

Place Order

Price List: Portraits Collection

Select to Order: [] []

New Order: None Selected

2.5 x 3.5 in Classic Print 1 @ 60.00

Buttons: Display, Add with Extras, Quick Add

Francie Engel

Image No.	Size	Description	Qty	Subtotal	Total
DSC_9194	5.0 x 7.0 in	Classic Print	3	60.00	180.00
Chloe Front 2	7.3 x 5.2 in	Pres Printed Cards-Pearl	3	85.00	255.00
Chloe Back 2	7.3 x 5.2 in	Pres Printed Cards-Pearl	3	0.00	0.00
Single Matted 1	24.0 x 30.0 in	Proof CD-All Images Hi Res	1	1,000.00	1,000.00
Single Matted 1	24.0 x 30.0 in	Digital Negatives (15)	1	750.00	750.00
3 x 3 Josie Accorion Front Cover	3.0 x 3.0 in	Album-3 x 3 Accordion	2	125.00	250.00
3 x 3 Josie Accorion Back	18.0 x 4.8 in	Album-3 x 3 Accordion	2	0.00	0.00
3 x 3 Josie Accorion Front	18.0 x 3.2 in	Album-3 x 3 Accordion	2	0.00	0.00
3 x 3 Josie Back Cover	3.0 x 3.0 in	Album-3 x 3 Accordion	2	0.00	0.00
Order Adjustment		Announcement Discount	1	-85.00	-85.00
Order Adjustment		Referral Credit	1	-100.00	-100.00

Buttons: Delete, Notes, Change, Add Order Adjustment, Delete All, Swap Group, Add/Change Payment, Print Order..., Add Group, Update Groups, Close

Subtotal: \$2,250.00
Total: \$2,250.00
Paid: \$0.00
Balance: \$2,250.00

SRD1_1h0v0s_7

SRD1_1h0v0s_3

SRD1_1h0v0s_5

3.6 x 3.7 in		
Pres Printed Cards-Pearl	\$0.00	\$0.00
3.8 x 5.2 in		
Proof CD-All Images Hi Res	\$1,000.00	\$1,000.00
Digital Negatives (15)	\$750.00	\$750.00

HRP (Hi-Res Production)

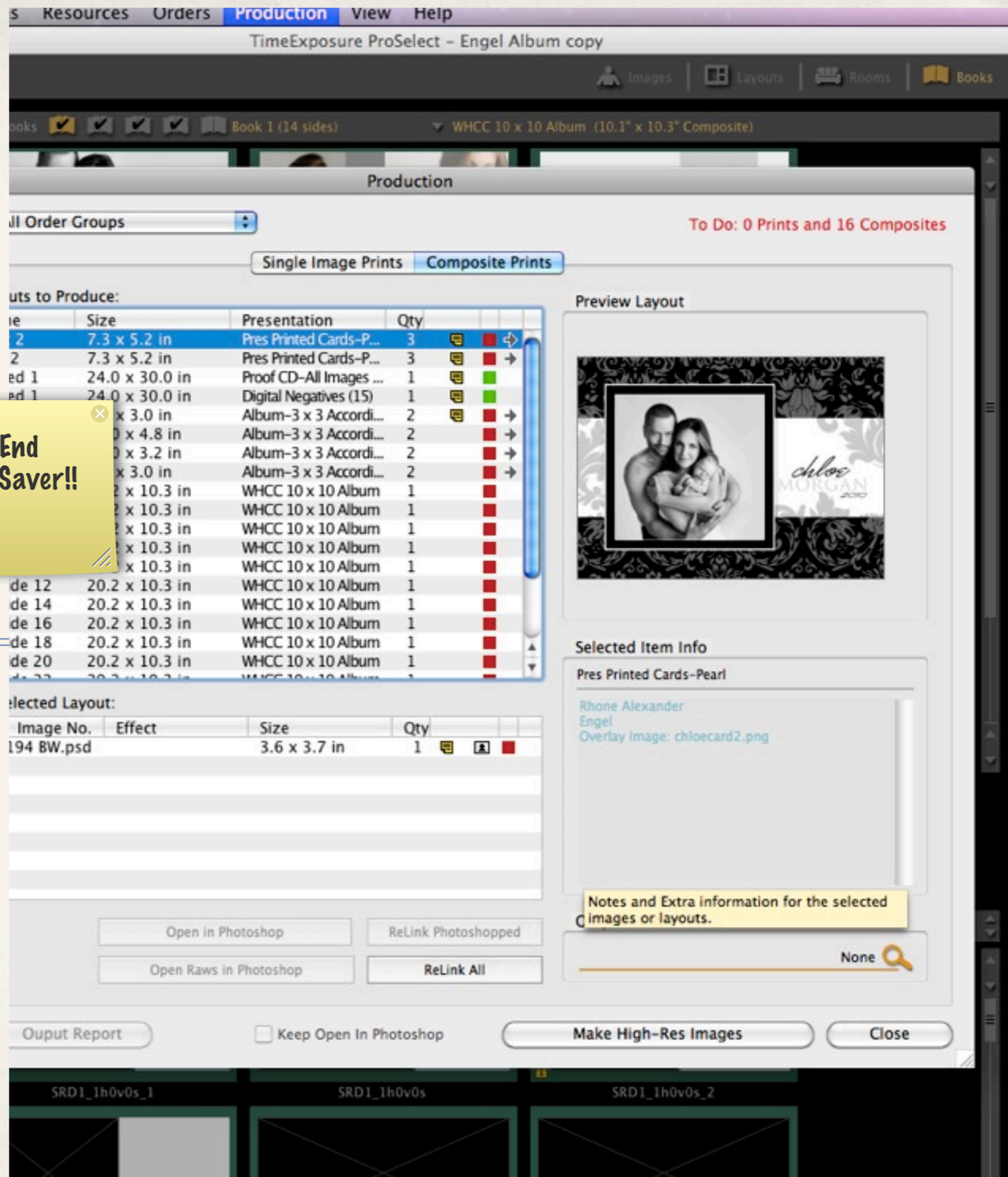
~ProSelect PRO

~HRP will tell Photoshop to
make jpgs of ALL your
clients ordered products!!

~ Works like a PS Action

HUGE Time-Saver

*Workflow Efficiency on
Steroids!*



Back End
Time Saver!!

Preview Layout



Selected Item Info

Pres Printed Cards-Pearl

Rhone Alexander
Engel
Overlay Image: chloecard2.png

Notes and Extra information for the selected
images or layouts.

None

Make High-Res Images

Close

Output Report

Keep Open In Photoshop

SRD1_1h0v0s_1

SRD1_1h0v0s

SRD1_1h0v0s_2

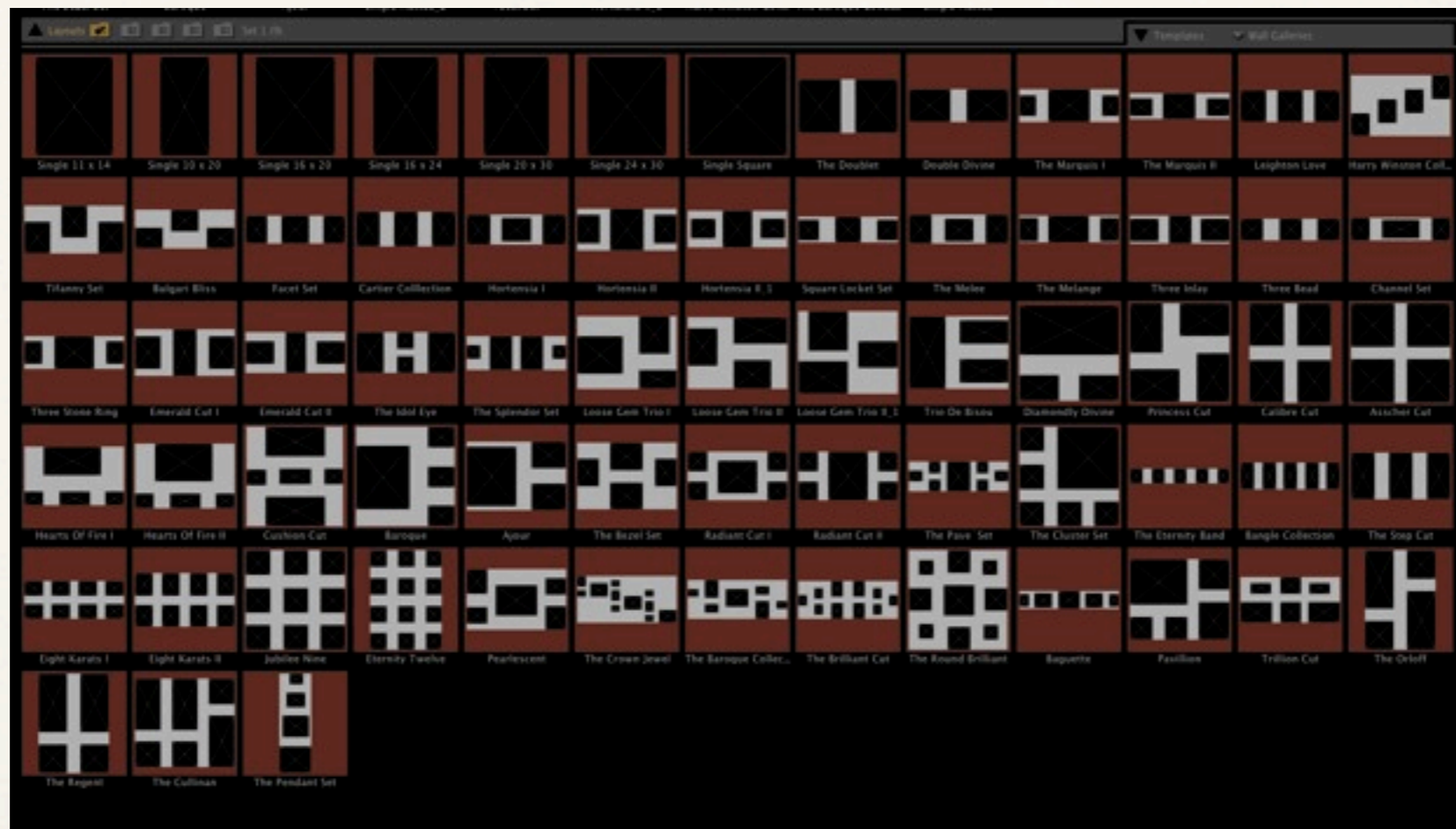
Stuff For Sale!!

ProSelect Templates, Pricing Guides, Client Ordering Guides, Room View Guides

Wall Gallery Templates

For ProSelect

Customizable, Rotate-able, Flippable, Compatible With Room View.
Instant Download.



Regular \$139.

Webinar Attendees: \$115 through tomorrow

Use Code: **SELL**

CYO Pricing Guide

PSD Templates

20 page WHCC 8 x 8 Album. Full pricing data, design layout and text info included. Plus, directions on how to create a web slideshow for online use.



1 Choose Two : { Wall Art
Digital Files
Albums

2 Choose Three or More Gift Prints: { 8 x 10
8 x 8
5 x 10
5 x 7
Wallets

3 (optional) Choose Boutique Items

Our Designer Collections are made to be flexible, so you can custom create a portrait collection that will best compliment your home and your personal needs. Just follow the three steps!

Regular \$159.

www.jewelimagesworkshops.com

The Jems By Julia Guide

PSD Template

5 x 5 Trifold template featuring full pricing data, design layout and text info for limited edition sessions.



Regular \$65.

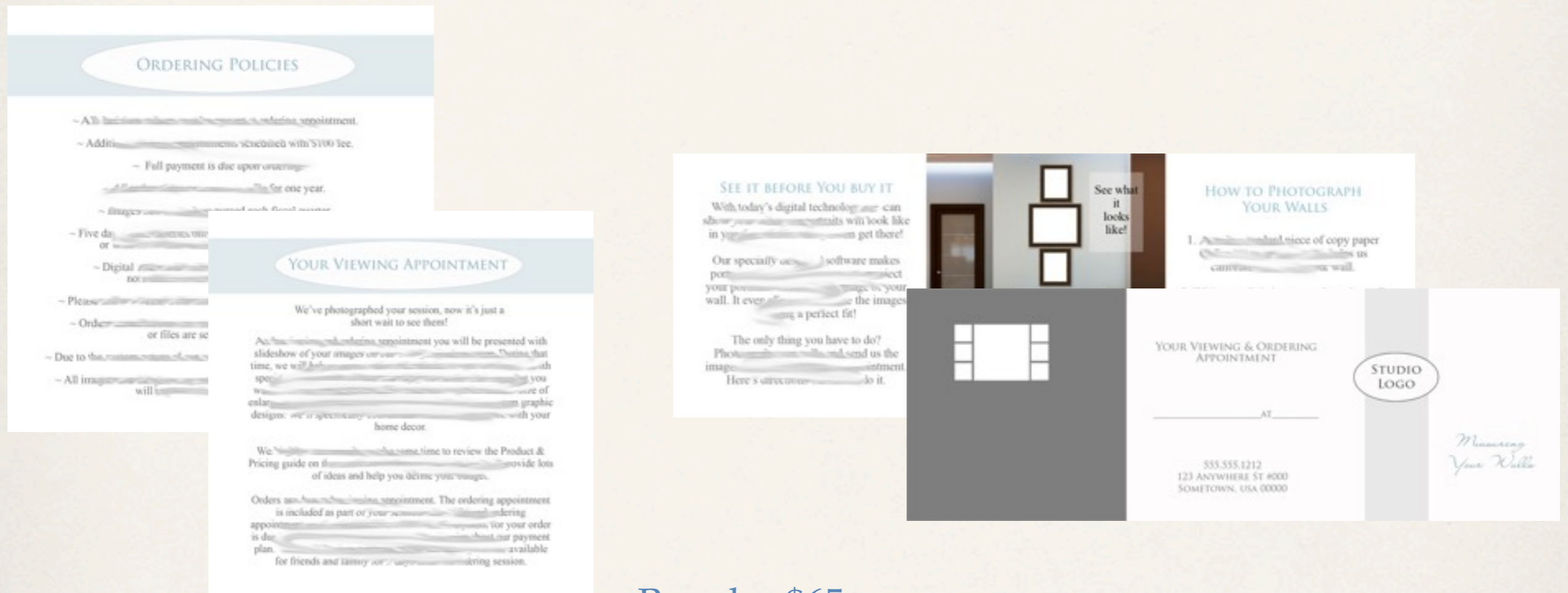
www.jewel-images.com

Workshops & Consulting > For Sale

The Ordering Kit

PSD Templates

3 x 3 Trifold template featuring directions how to photograph your wall. 5 x 5 card featuring ordering policies and viewing session info.



Regular \$65.

www.jewel-images.com

Workshops & Consulting > For Sale om

Education & Consulting

www.jewelimagesworkshops.com

Templates and Sales Tools

Online Training

Workshops

Tutorials

Private Online Mentoring

The screenshot displays the Jewel Images website interface. At the top, the 'JEWEL IMAGES' logo is on the left, and 'PRO SELECT Education' is on the right. A central banner features the text 'EFFECTIVE design tool' over a background of photo gallery templates. Below the banner is a navigation menu with links: Home, Portfolio, Workshops & Consulting, Tutorials & Topics, Forums, Resources, Buy ProSelect, Contact, and a Search field.

The main content area is divided into several sections:

- Are You Ready To Learn ProSelect?**: A text-based section describing the software's benefits for photographers, mentioning it is the leading photographic presentation software and that most photographers only use one-third of its capabilities. It is attributed to Julia Radlick, CPP.
- Newsletter Sign Up**: A form with input fields for 'Name' and 'Email', and a 'Sign Up' button.
- Facebook**: A social media widget showing a post for 'ProSelect Training For Photographers on Facebook'. The post includes a photo of a woman and text about 'ProSelect Training For Photographers ProSelect Wall Gallery Templates | Just Released!', describing features like 'Room View' and 'Scale'. It also has a 'See More' link and a 'Like' button.
- ProSelect Wall Gallery Templates | Just Released!**: A section with the date 'THURSDAY, AUGUST 12, 2010' and the heading 'Show A ProSelect Wall Series In Actual Size'. Below this is a sub-heading: 'Wall gallery templates for ProSelect that you can actually size up or down and use with ProSelect's "Select a Size" or "Room View!"