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 What You Want To Sell!!

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!!
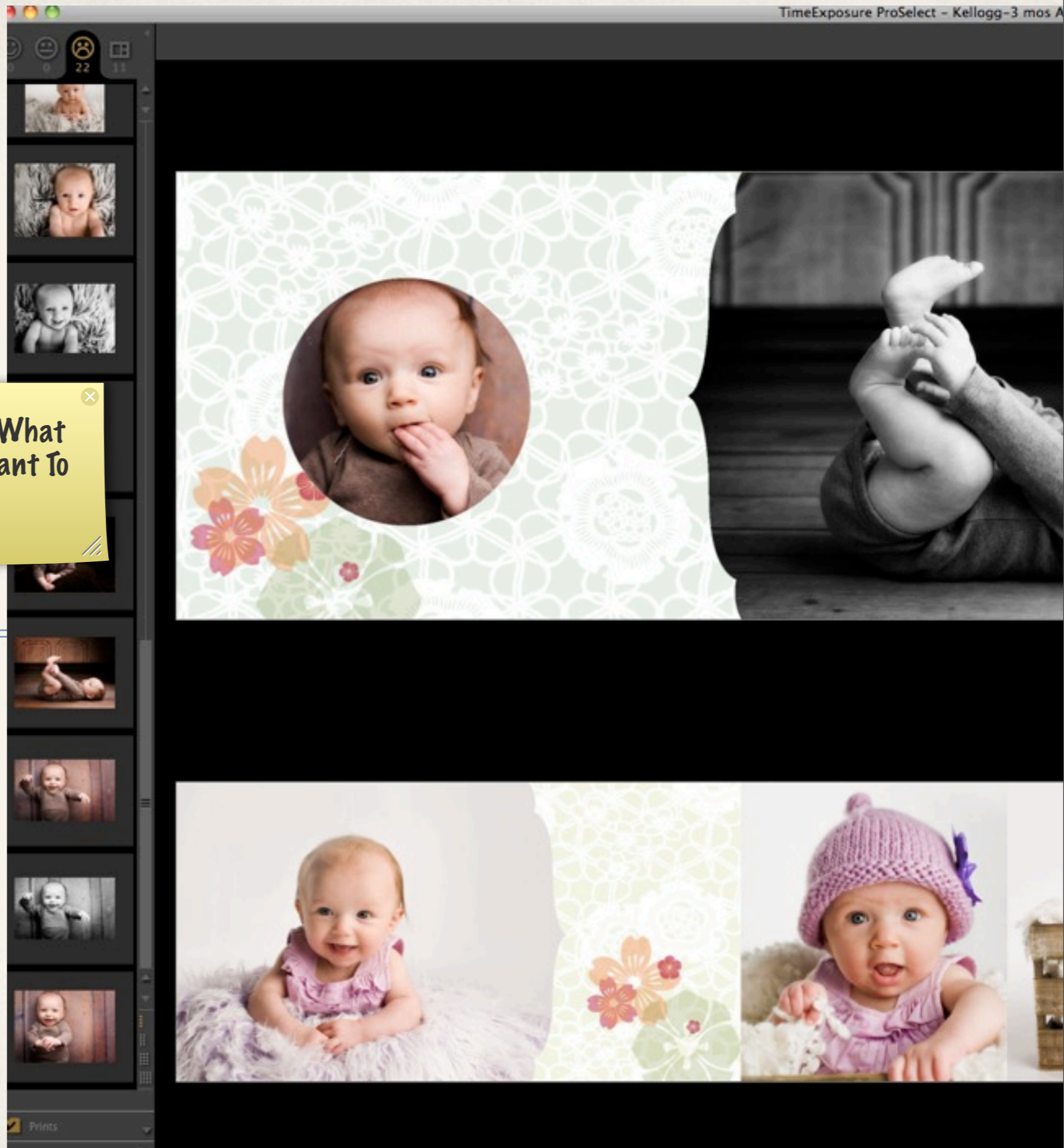
Album Creation

Working With Books

Any Size, Any Lab

Matted or Press Style

Makes designing a book....a breeze.

Show What You Want To Sell!!
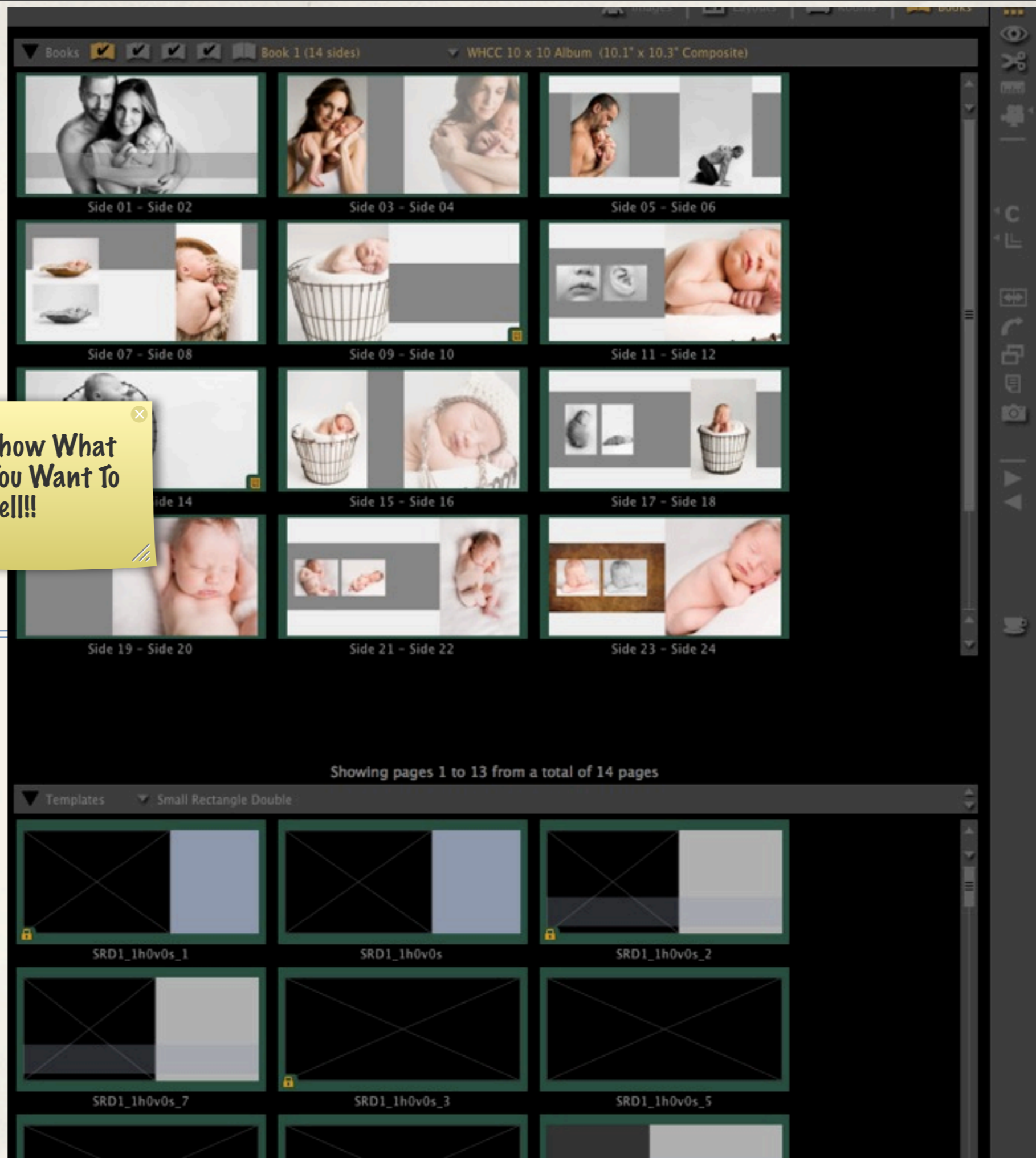
The Sale

* **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. <u>Showing WHAT you sell is key to making a big $ale.</u>**

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.

HRP
(Hi-Res Production)

~ProSelect PRO

~HRP will tell Photoshop to make jpgs of ALL your clients ordered products!!
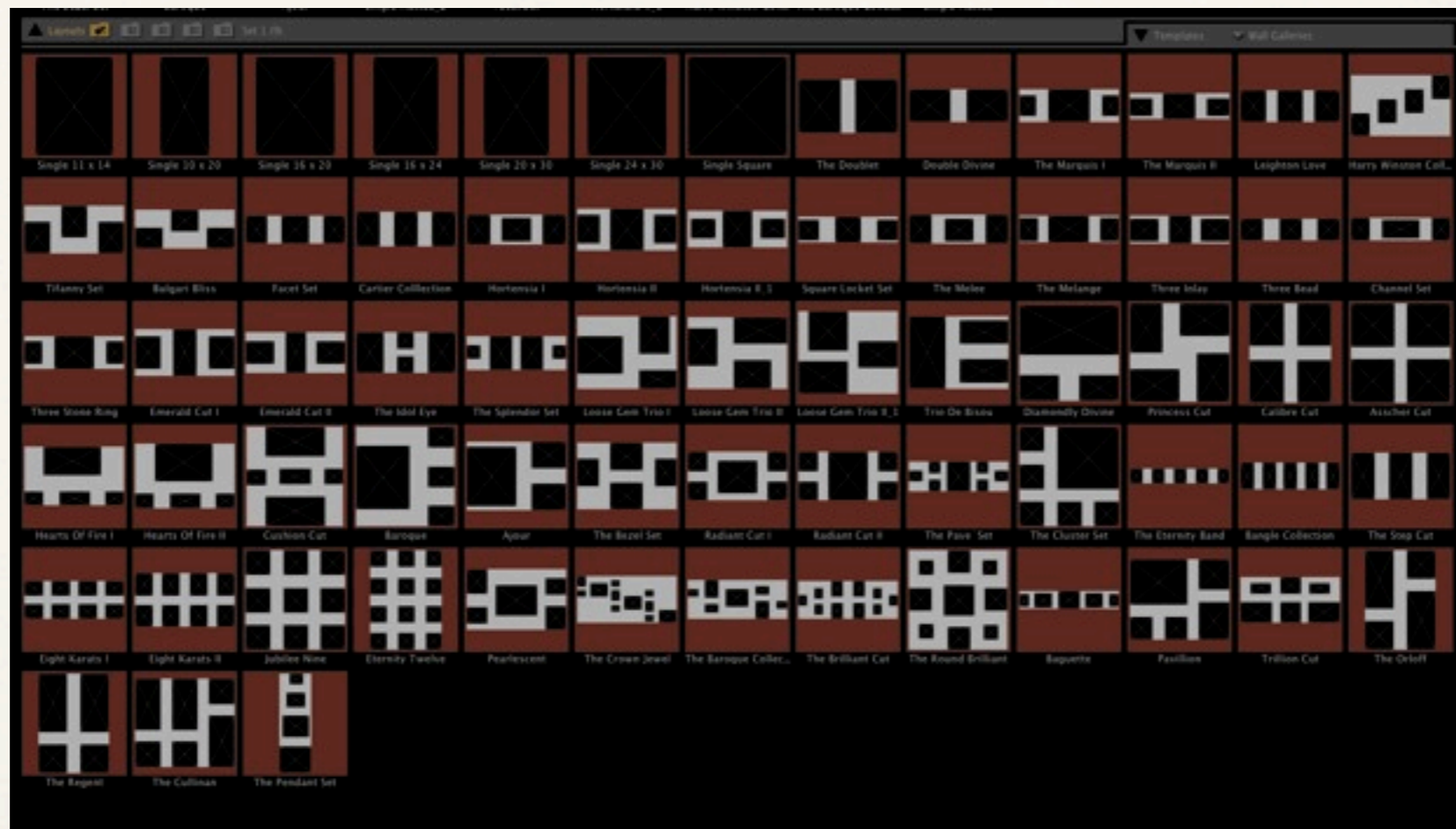
~ Works like a PS Action

HUGE Time-Saver

Workflow Efficiency on Steroids!
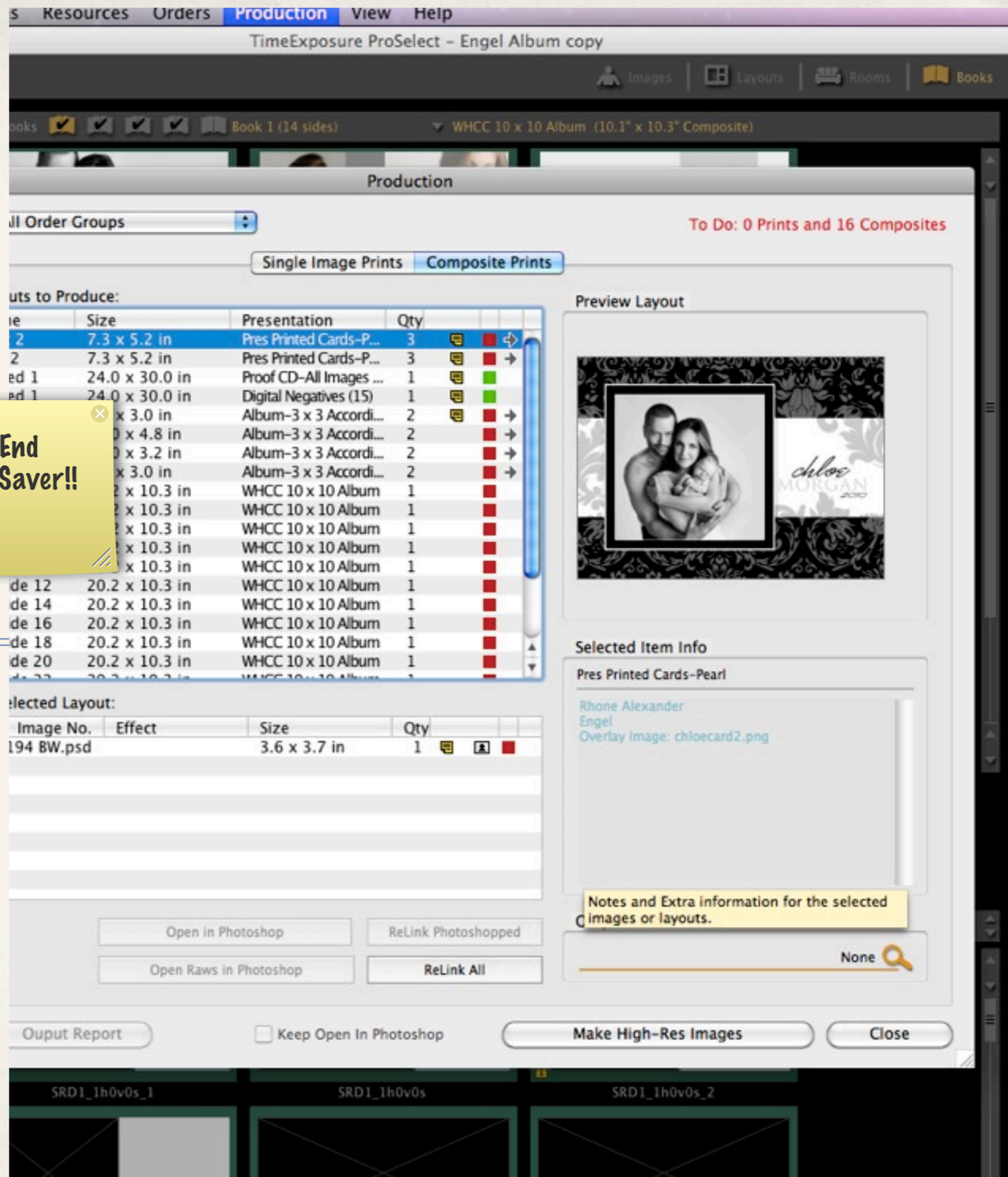
Stuff For Sale!!

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.

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.
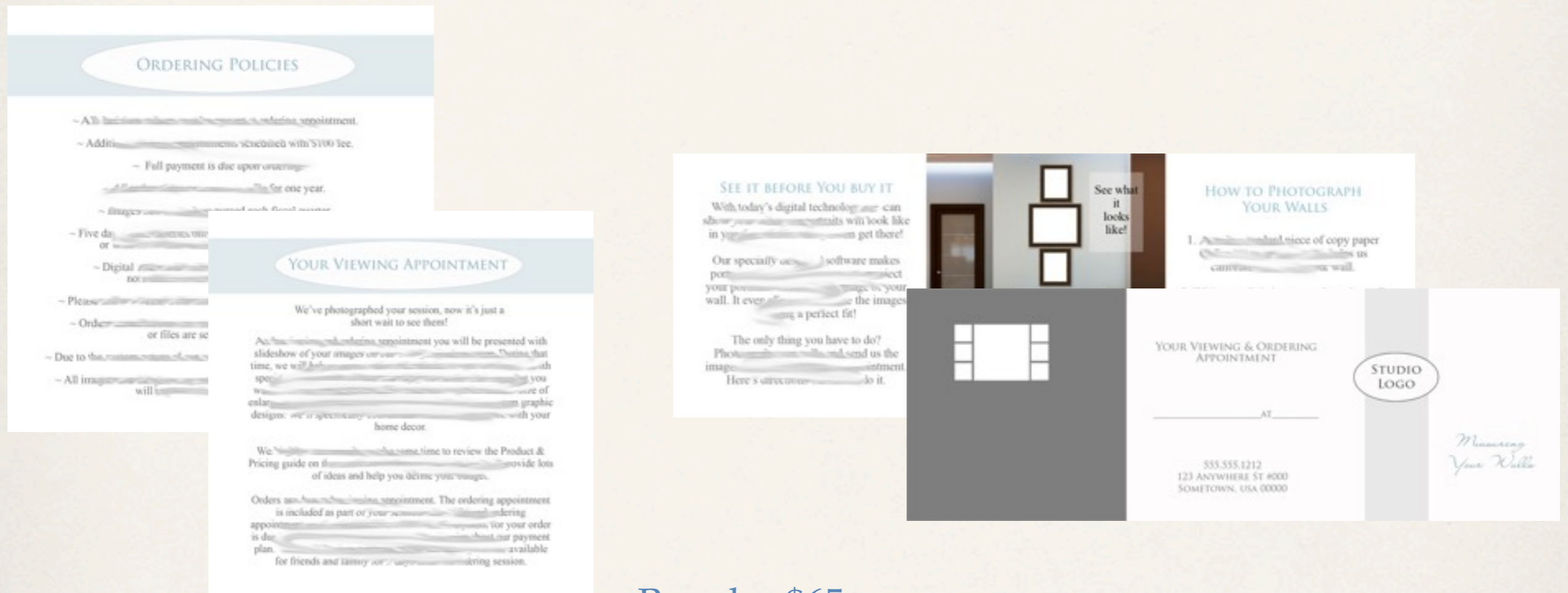
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Templates and Sales Tools

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