



Washington Guild of Goldsmiths Newsletter

Summer Issue

2019

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PRESIDENT'S MESSAGE

The heat of summer is upon us. I can't remember a hotter, more humid summer. But, maybe I feel this way each and every summer. For the past 10 years, I have wanted to go away to a summer crafts program, so this year I did it. With the help of communications from Montgomery College Metal Arts Program, I applied for a scholarship at Peters Valley School of Craft and received word back that I received one. Now my task was to find a metal program that I liked, and that wasn't already filled. I signed up for "Steel Fabrication for Jewelry" with Lynn Batchelder, in the Fine Metals and Jewelry department. The location was drivable to New Jersey, in the Delaware Water Gap National Park, which was a 4.5 -hour drive from Rockville, MD.

It was a 5-day workshop. I left a week ago, and returned home this week, in time for July 4th. It was very hot and wet in the National Park, but thank goodness for air conditioning! It was a terrific experience for me. Five days was plenty of time to learn the different properties for mild steel compared to silver and gold. We covered steel piercing, forming, texturing, soldering, in both 2-D and 3-D. I learned steel has some advantages working in 3-D forms; it doesn't melt, like every other metal. Steel doesn't transfer heat, so that you can easily build 3 dimensional forms without the worry of every level collapsing due to the heat. When you solder, only the solder melts, the 2 sides of steel do not. But, you can use silver, copper, gold and bronze solder to give some color to your soldered joints. I experimented on Damascus steel and stainless steel. I learned that I couldn't drill a hole through

stainless steel, or cut the Damascus steel with my saw blade. But they are both able to be soldered after forming. I loved being able to turn all the steel black black with "Black Magic" patina, and seal it with Penetrol and then wax. Steel rusts, so no fabrication of rings by me. It was an experience of a lifetime.

Jody Sachs, WGG President

CREATIVE CRAFTS COUNCIL (CCC) NEWS

The Creative Crafts Council's 32nd Biennial Exhibition ran from June 1 - July 31, 2019 at the Mansion at Strathmore. This year, again, was a great success. Several WGG Members were recognized for their excellence. Award Winners are featured on page 3 of this newsletter.

For further details please see the CCC updates on Facebook and Instagram or online at

www.creativecraftscouncil.org

WGG Membership Information

The Washington Guild of Goldsmiths is a cooperative association whose members' skills, energy and enthusiasm promote and sustain its successful programs. We welcome new members.

The Guild's principal activities are:

- Periodic workshops and lectures in technical and aesthetic aspects of metalwork and design, as well as in other areas of concern such as marketing, offered throughout the year and conducted by outstanding teachers, artists and craft professionals from all over the country.
- Juried participation in the Bi-annual Metalwork Exhibition.
- Publication of a quarterly email newsletter with information and articles of interest to guild members.

DUES REMINDER:

Membership dues for the Washington Guild of Goldsmiths are valid for a calendar year (January – December) and are subject to renewal on January 1 of each year.

- Membership, open to all, and is accepted throughout the year.
- Annual dues are currently \$40 per calendar year. Full-time students pay \$20.

If you would like to join as a member:

1. You can **print out, complete, and mail** the application form on p.11 of this newsletter **or** use the pdf form: [Membership Application Form](#) **along with your check** to the WGG Treasurer at the address provided on the form, or
2. You can **fill out** [the online Membership Application Form](#) and **pay dues electronically**.

We hope you will become an active participant in our program of workshops which are advertised on the website and in the newsletter. The next issue of the newsletter will be emailed or mailed to you, as well as, a copy of the membership directory.

Feel free to [e-mail us](#) if you have any questions.

Get *your* PERSONAL FREE WEB PAGE on the WGG website.

Information on how to set up a personal web page can be found at the bottom of our website's Member Information Page. Go to:

<http://www.washingtonguildofgoldsmiths.com/members/>

RIGHT NOW it is time to *UPDATE YOUR MEMBER PAGE.*

Website Coordinator: Natalie Barat nb@nataliebarat.com (240) 893-1505

MEMBER NEWS

WGG Members – Please let us know about your achievements, recognition and awards. It is not bragging and will certainly encourage your co-members in their artistic endeavors. Please share your successes with your colleagues!

CREATIVE CRAFTS COUNCIL BIENNIAL SHOW

Winners in the Creative Crafts Council's Biennial Show were recognized for their creativity and craftsmanship. The WGG is congratulates and is so very proud of its award-winning members and friends.

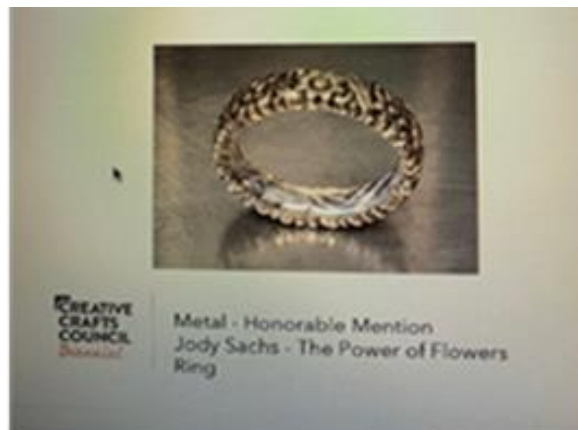
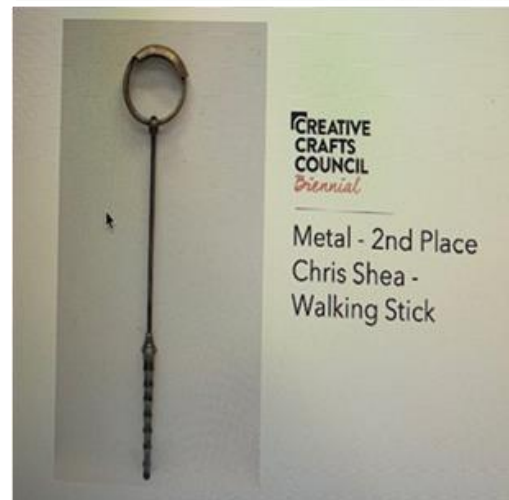
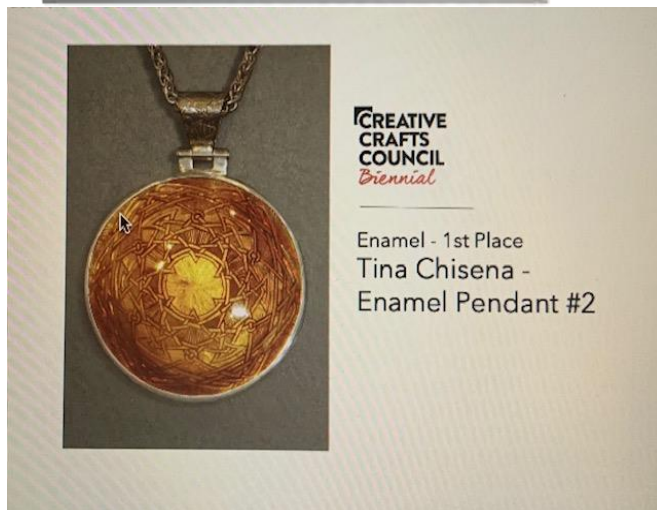
Excellence in Metal - Natalie Barat - "Solar Eclipse of a Kind" - WGG Member and Website Contact

Enamel – 1st Place – Tina Chisena - "Enamel Pendant #2" - WGG Member and past Board Member

Metal – 1st Place – Komelia Hongja Okim – "One Fine Day" - WGG Lifetime Member

Metal – 2nd Place – Chris Shea – "Walking Stick"—Friend of WGG (who built our wonderful display case)

Metal – Honorable Mention - Jody Sachs – "The Power of Flowers" – WGG President and CCC Liaison



Sadly, we must report the passing of longtime WGG member and staunch supporter, **Judy Sugar** on May 10, 2019. The memorial celebration of her life on June 29th offered a glimpse of her very powerful and generous life through her beloved family members and lifelong friends. A video recorded years ago by her grand-daughter to introduce Judy to her classmates for a school project was joyful and powerful. In addition to her courageous activism for human rights and protest of the Viet Nam war, biological warfare and housing discrimination, her talents in jewelry design and creation, seemed secondary to her culinary expertise, appreciation of classical music, sharing her knowledge of history and politics, and community involvement. Her life reflected her cherished passion for family and justice. She gave so much of herself to the WGG, including design and publishing of the first WGG printed catalog for the 3rd and 4th WGG Biennial Shows in 1985 and 1987, and then took on responsibility as Workshop Coordinator 1999-2003 and then as Workshop Registrar. She exhibited her work in WGG and CCC Shows, winning awards in the 2005 and 2017 CCC Shows. In addition to contributing to the WGG jewelry community, she was also a founding member of the Pleiades, a group of seven local jewelry artists that annually held the highly regarded Pleiades Show first at Garrett Park Town Hall, then at the Woman's Club of Bethesda, and most recently at the Strathmore Mansion in Rockville. We cherish Judy's example and memory in our hearts.

On a lighter note, **Nella Fischer** who has volunteered in many roles as WGG coordinator, is offering all her jewelry show display items for free, as she is not planning to do shows in the future. If you're interested, please contact Nella at 301-775-0414 or by email at nellafischer@comcast.com.

Moving on, WGG member, **Marie Susinno** is moving and must liquidate her entire jewelry studio, from tools and supplies to heavier equipment. Please contact her directly to visit and pick up things you may need. Marie's phone number is 301-570-0077. She does not have an email connection.

CLASSIFIEDS

Foredom Dealer Contact: Cyd Rowley, WGG board member, is now a Foredom dealer. You can see all Foredom tools and supplies at <http://www.foredom.net/rotarytools.aspx>. She gives you 15% off all items. Orders must be submitted in writing to her via email (cydrowley@mac.com) and payment made at time of receipt. Items will be shipped directly to your house. You may also contact her by phone 301-996-2089 to discuss Foredom products and replacement parts.

ONLINE JEWELRY INFO SITES

FREE JEWELRY DICTIONARY: CRACK THE CODE ON JEWELRY TERMS- Do you know what a boule is? Have you ever heard of a collet hammer? What's the difference between iridescence and luster? There are hundreds if not thousands of terms, techniques, and tool names specific to metalsmithing and working with gemstones, and we've compiled every one we could think of into this handy downloadable and printable jewelry-making dictionary or glossary. In our free eBook, you'll learn about everything from abrasives to zirconium oxide and hundreds of terms in between. You will need to create a free account with Jewelry Making Daily to download the e-book. (Thanks to FSG Newsletter!) <http://www.jewelrymakingdaily.com/jewelry-dictionary/?a=je141024&mid=651311&rid=3647131>

ORCHID FORUM, THE GANOKSIN WEBSITE, internationally chat among master jewelers to novices at: http://www.ganoksin.com/site-map.htm?utm_campaign=orchid-digest&utm_medium=email&utm_source=-From the Home Page, click "Join" (it's free) and sign up for the daily digest of Q&A flowing around the globe!

METALSMITH BENCH TALK- Jay Whaley interviews metalsmiths on his show live Thursdays at 3pm PST. Shows are archived for your listening convenience at <http://www.blogtalkradio.com/whaleystudios>

WORKSHOP NEWS

by Jeanette Blix Ryan, WGG Workshop Coordinator

The **WGG** is very excited about our confirmed workshop for the remaining of 2019 and the workshops we have confirmed for 2020 thus far. The WGG is very excited to welcome Joshua Kosker in August to teach his workshop on “Inventive Mounting Solutions.” This will be a 3-day workshop scheduled for August 11th-13th. In this workshop, students will learn how to create intelligent and inventive mounting solutions for unconventional materials. Placing equal emphasis on the structural mechanics behind the jewelry object, Kosker details the complex processes he uses in his personal studio practice and presents various pin-stem assemblies and small-scale fabrication techniques, including creative prong setting and other cold-connection methods. You can find out more about Joshua Kosker by visiting his website at <http://www.joshuakosker.com/>. This workshop is full. If you are interested in being on the wait list, please contact Jeanette at jeanetteblix@gmail.com.

The WGG workshops for 2020, we are excited to welcome Rachel Kedinger, an artist who primarily makes objects out of metal with a focus on utilitarian uses. On January 17th and 18th, Rachel will be teaching her workshop called *Forging Non-Ferrous Metals*. In this workshop you will learn how to cold forge brass, copper and silver. Students will learn the distinct properties of each metal, and how to manipulate these metals with hammers. Throughout the workshop students can expect to make a variety of samples using the three metals, and then choose one metal to create a small functioning spoon. Demonstrations will include cold forging, sinking, planishing, clean up and finishing. You can find out more about Rachel Kedinger by visiting her website at <http://www.rachelkedinger.com/>. Members will be notified by email when registration is open.

For Spring of 2020, we look forward to welcoming back Victoria Lansford. Victoria will be teaching a workshop in High-Relief Eastern Repoussé and Chasing. Learn the secret of texturally sculpting metal into any shape or design of high or low relief with the technique of Eastern repoussé and chasing, used by the ancient Egyptian, Greek, and Scythian Metalsmiths. In this class, you'll make two pieces suitable as pendants as well as one ring while learning to achieve exquisite detail, unsurpassed depth, and multiple levels of relief that are exclusive to this type of repoussé, yet also applicable to any type of design. By working on a jewelry scale, you'll gain a working knowledge of the process that you can use on metalwork of any scale whether wearable, functional, or sculptural. To learn more about Victoria Lansford, please visit her website at <https://victorialansford.com/>. Members will be notified by email when registration is open.

We are still in the process of confirming a workshop for December of 2020. Members will be notified by email with more information as soon as all details are confirmed.

Please feel free to suggest other workshops to Jeanette, who will try to make them available to WGG members. Her contact information is on page 10 listed with all members of the WGG Board of Directors.

Jeanette is stepping down as Workshop Coordinator. If you are interested in filling this position, contact Jody Sachs.

ANOTHER WORKSHOP FOR YOU (not WGG sponsored)

Our WGG Social Media Coordinator, Cyd Rowley is offering another workshop opportunity!

Intro to the Hydraulic Press and Hollow Form Vessels Workshop Sept 21-22, 2019

In this workshop you will learn:

- *How the Press works and how to use it safely and effectively*
- *How the press can be used to create three-dimensional pieces.*
- *How to create a hollow form: design a vessel, texture metal using the rolling mill, create your silhouette die from cast acrylic, press your metal to create two symmetrical halves, prepare your pieces (remove flange, file, refine, fit, et. al) solder your vessel, finishing and final steps*



WORKSHOP DETAILS:

- Instructor: Cyd Rowley
- Location: Cyd Rowley Studio, [10449 Metropolitan Ave, Kensington MD 20895](https://www.google.com/maps/place/10449+Metropolitan+Ave,+Kensington+MD+20895)
- There will be a kit available for purchase
- 9am to 5pm, Sept 21 - 22

The studio is 8 miles from Washington DC, and is close to hotels and amenities with easy access with easy access from 3 airports (Dulles, BWI, National)

Sign up Now

cydrowley@mac.com

h: 301-681-5446 b: 301-996-2089

LEARNING OPPORTUNITIES

JEWELRYCLASSDC

Registration for Fall 2019 Classes is now open.

Please note our new location. Jewelryclassdc has moved to Capitol Hill.

1502 Massachusetts Ave. SE Washington, DC 20003

Learn jewelry making and metal design in jewelry classes for beginner through advanced levels. In a fully equipped, professional studio setting, you will make a minimum of four sterling silver projects under the expert guidance of goldsmiths Daniel Valencia, Bryce Dexter, and Emily Reeder. Through professional jewelry instruction and these projects, **Metal I** students learn the basic techniques of metalsmithing, hammering, sawing, forging, filing, bezel setting, texturing, soldering, and polishing. **Metal I** students learn the correct methods of creating and setting heavy bezel set stones. All bezels are handmade and heavy, no bezel wire is ever used at Jewelryclassdc.

WEAR EVER JEWELRY STUDIO SCHOOL in Old Town Alexandria, VA

Now enrolling for Fall classes and workshops. Go to www.weareverjewelry.com to sign up under Information—Classes. Sign up online for 15% discount.

Our Unique Benefits: 4-week class sessions instead of 10-15 week commitment Maximum 5 students per class or workshop allows for Personalized Learning

Classes— Jewelry Techniques: basic jewelry skills class (All levels) Chain Making with the Loop-in-loop Method (All levels) Rings: Endless Possibilities (All levels)

Workshops Powder Coating (All levels) Enamel Ring (All levels) Keumboo (All levels) Plique-a-jour Enameling (need sawing skills)

MONTGOMERY COLLEGE- ROCKVILLE CAMPUS

Jewelry and Metalsmithing (ARTT245): Cross listed with Practicum, and/or Individual Art Workshop. Provides a foundation in fabrication with sheet; also available classes provide foundation of working in processes such as metalsmithing, enameling, ceramics, fiber ... This course can be taken after enrolling in at least one section of Crafts with instructor's permission. ... Jewelry & Metalsmithing.

SUCCESSFUL ART SALES CONVERSATIONS *by Carolyn Edlund for [Artsy Shark](#)*

Courtesy of FestivalNetNews

The *sales cycle* in this (art) business can be fairly long; collectors need to see your work, become interested, and understand the value before they will commit.

As the seller, you can't reasonably expect to put your art out there and make sales consistently right away. Initial conversations rarely result in a transaction. They are often the beginning of a relationship where the prospect comes to know, like and trust you over time and eventually becomes a collector.

Selling Art is a Process

Statistically, only about 5% of sales are made on the first contact, which means that as an artist who is serious about selling, you can count on doing a lot of follow up. But that first conversation is crucial because when handled skillfully, it can set the stage for sales to come.

Let's say you are at a fair and visitors are walking into your booth to see your art. Will you sell anything? At a busy event, the odds are that yes, you will. How can an artist/salesperson make the most of each conversation?

The Face-to-Face Conversation

When a new visitor steps into your show booth, smile and greet them. "Can I help you?" is one of the worst approaches. Instead, use a statement that breaks the ice and tells a bit about your work. Do you take macro photographs of flowers? Do you offer mixed media abstracts that have unusual materials? Is your art made with a specific technique? Give them a short introduction to your work to draw interest first, but don't hover or follow them around the space.

As shoppers look through your inventory, you might point out a few items and answer questions. You should also ask questions as the conversation begins. Where are they from? What brought them to the show? Learning about your customers gives you information that can lead you to develop a target customer profile. Often artists find that their work appeals to a certain type of collector, and that knowledge can assist you in your marketing, presentation and your sales conversation. (*read more, go to page 13 of this newsletter*)



MESSAGE FROM OUR WGG TREASURER, MICHAEL BREHL

I just finished my first year as treasurer of SNAG. While preparing for my presentation at the membership meeting in Chicago, I was able to reflect on how important SNAG has been to me and many of my metalsmithing and jewelry colleagues. I volunteer as treasurer because of this, and because I want SNAG to be around for another 50 years. That is why I am asking you to donate to the *219 for 220* campaign.

We are working to raise money for year two of SNAG's birthday celebration in Philadelphia. It will be an extra memorable gathering for everyone who has been a part of this organization. SNAG has been an influential part of our field for 50 years - a rarity in arts nonprofits and something worth donating to for the next 5 decades.

The *219 for 220* campaign was specifically designed to raise money for the 50th anniversary celebrations. We raised what was needed to fund celebrations that took place at SNAG's meeting in Chicago. Now we are raising funds for year two of SNAG's special anniversary celebration at next year's meeting in Philadelphia. We need another 110 people to donate \$220 to complete this fundraising goal.

I'd like to hear from you, and hope to reach out to some of you by phone. As a new board member, I'd like your thoughts on how we can make SNAG an even stronger organization. Please e-mail, text, or call me. My cell phone is 301-437-7391. You can reply to this email, which is my SNAG email, or you can use my personal email mtbrehl@gmail.com.

To donate any amount to the SNAG 50th celebration (please hold the "Control" key and) use this link: <https://www.snagmetalsmith.org/219-for-220-donate/>

Yours,

Michael Brehl
SNAG Treasurer



CERF+ is putting together a new suite of videos and resources on studio safety and we want to hear from you! **Will you take 5 minutes to complete [this survey](#) and tell us what your most pressing studio safety concerns are?**

What steps have you taken and what steps would you like to take? Where could you use more information? Your input will help us deliver materials to help keep you safe!

Thank you for your time. CLICK CONTROL before clicking "Take the Survey"

Take the Survey

PENLAND SCHOOL OF CRAFT



PENLAND SCHOOL OF CRAFT

[The 34th Annual Penland Benefit Auction is only one month away!](#) Every year, this gala event brings together hundreds of artists, collectors, and lovers of craft to support Penland School's extensive workshops, residencies, exhibitions, and other programming. Attendees come to see new work, bid on their favorite pieces, and enjoy good food, fun, and the beauty of summer in the Blue Ridge Mountains.

Auction tickets are on sale now -- [Register today for your seat under the tent!](#)

Want to take a look at the 200+ pieces that will be up for auction? [Browse the auction catalog](#) online. [Absentee bidding](#) is also available.

CALLS FOR ENTRIES



October 25, 2019--The call for entries for **Rio Grande's 20th annual Saul Bell Design Award** competition is now open. For artists who have held a piece of metal and felt creative sparks fly, or who have rubbed their fingers over a stone and seen what it was meant to be...the Saul Bell Design Award is your invitation to embrace the challenge and seize your moment.

Your submissions will be accepted through October 25, 2019. Submit a drawing, rendering or photo of your jewelry or hollowware design in one or more (\$125 per entry) of seven categories -- even better: submit before September 16 to save \$50 per entry!

For artists age 22 and younger, don't miss the two categories "Emerging Jewelry Artist 18 Years Of Age Or Younger" and "Emerging Jewelry Artist 22 Years Of Age Or Younger." The entry fee for these categories is only \$25 until October 25, 2019.

Since launching in 2001, the Saul Bell Design Award has become one of the most sought-after honors for jewelers and metalsmiths the world over. Now is the moment, your time to shine. Hold "Control" & click [Enter today.](#)

Sept. 16, 2019 - SNAG's Goldsmith '20 to be held during the **2020 SNAG conference in Philadelphia, PA,** in May 2020.

Call for entries opens: July 15, 2019 Entry fee: \$35 -Open to current SNAG members

Deadline: September 16, 2019

As a continuation of SNAG's 50th Anniversary celebrations, the *Goldsmith '20* exhibition will be a nod in the direction of our predecessors, with a modern twist. **The first SNAG exhibition, Goldsmith '70, was held in 1970** and was curated by Stanley Lechtzin and John Prip. It took place at the Minnesota Museum of Art in Minneapolis. It highlighted the proficiency of an art form (jewelry and metal vessels) that more or less began after World War II and was, at that time, found to be maturing to the point of being ready for a museum exhibition.

Sept 20, 2019 - Fall For Vintage in Richmond, VA October 5 - 6, 2019

Richmond Raceway Complex - Richmond, VA

Deadlines: Art & Craft: 09/20/2019 Music: na

Phone: (678) 575-6130 Email: dolores@vintagevibemarkets.com Web: <http://vintagevibemarkets.com> Exhibitor

Booths: 100 Juried: yes Prize Money: na

What's allowed: crafts, homegrown products, antique/collectibles

Catonsville Arts and Crafts Festival - Catonsville, MD September 8, 2019

CCBC-Catonsville, Lot 6 - Catonsville, MD

Deadlines: Art & Craft: until full Music: until full

Phone: (410) 744-4169 Email: festival@catonsville.org Web: <https://catonsville.org/chamber-events/community-outreach/arts-crafts-festival/Exhibitor> Booths: 320 Juried: yes Prize Money: Ribbons

What's allowed: fine art, fine craft, crafts, homegrown products, corp./information

2017 WGG BOARD OF DIRECTORS Officers and Coordinators

President: Jody Sachs
Email: jsachs2005@gmail.com
Phone: h (301) 216-2272; c (301)602-2548
Derwood, MD 20855

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Phone: (301) 593-5469
Silver Spring, MD 20901

*Jeanette Ryan is stepping down as Workshop Coordinator, so this position is currently open.

NEWSLETTER DEADLINES: (on the 20th of the month)

September 20th for Fall 2019
December 20th for Winter 2020
March 20th for Spring 2020
June 20th for Summer 2020

Contributed articles and suggestions for the Newsletter are ALWAYS welcome!



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JOIN OR RENEW YOUR MEMBERSHIP

Type of Membership: Individual One Year \$40 (Two Year no longer available)

Full-Time Student \$20

NEW Member -or- **Renewing** Member

TOTAL ENCLOSED: \$ _____

ALL MEMBERSHIPS RENEW IN JANUARY - Due By Feb. 1st *

FIRST TIME NEW MEMBERS after 6/30 pay only ½ ANNUAL Dues

Please provide the following information about yourself and your business as you would like it to appear in the WGG Membership Directory:

Name: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Home Phone: _____ Business Phone: _____ Cell Phone: _____

Fax: _____ Email: _____

Website: _____

PLEASE CHECK HERE IF YOU WANT A HARDCOPY OF THE NEWSLETTER.

ALL MEMBERS RECEIVE AN EMAIL COPY OF THE QUARTERLY WGG NEWSLETTER.

VOLUNTEERS ARE ALWAYS WELCOME AND NEEDED

Please check those areas where you could help the Guild with its activities & programs:

- | | |
|---|---|
| <input type="checkbox"/> Third Tuesday Activities | <input type="checkbox"/> Workshop Committee |
| <input type="checkbox"/> Teach Workshops | <input type="checkbox"/> Biennial Show |
| <input type="checkbox"/> Advertise and Promotions | <input type="checkbox"/> Hospitality |
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Contribute to the Newsletter |
| <input type="checkbox"/> Website | <input type="checkbox"/> Legal Advice for Artists |
| <input type="checkbox"/> Materials Supply Sources | <input type="checkbox"/> Serve on Guild Board |
| <input type="checkbox"/> As needed, just call me | <input type="checkbox"/> Other _____ |

Signature: _____ **Date:** _____

**Please make checks payable to the WGG and mail via USPS to:
WGG Treasurer, Michael Brehl – 4407 29th Street Mt. Rainer, MD 20712**

Membership inquiries –Membership Coordinator, Sharyn Bowman: sharynbg@gmail.com

***To be included in the Guild Directory**

Rev. 12/22/2018



Washington Guild of Goldsmiths

SUMMER 2019 - NEWSLETTER

Dated Material

Please Read Now

WGG Memberships Renew January 1st

WGG fiscal year ends Dec. 31 of each year. **That is why dues to renew our membership are required by 12/31/2019.**

If you haven't already done so, Membership can be renewed online or mailing a paper copy of the Membership Application on page 11 of this Newsletter along with your payment for 2019 Dues. Thank you.



Washington Guild of Goldsmiths

Sherry Terao, WGG Newsletter Editor
720 Burnt Mills Ct.
Silver Spring, MD 20901

Show and Tell

As an artist, you are the expert on your work, and have the most information to assist the prospect in making a decision. You know which mat and frame would look best with a print. You can answer questions about installing the art, care instructions or how to clean it. Make recommendations, and act consultatively in sales conversations. Most likely, the customer will really appreciate your assistance.

Touch is another important part of many purchases. Whenever possible, place the object under consideration into the customer's hands, or encourage them to feel the surface or texture. This gives them a better understanding and deeper experience of your work. And, studies have shown that touch greatly increases the likelihood of a sale.

Objections, Features and Benefits

You already know the objections people have to buying your work, and can head them off before the show or handle them in conversation. When a customer voices an objection, they may just be weighing their decision, and you don't have to jump to answer every statement.

But if they ask a question or have a serious concern, acknowledge that through active listening. You might respond by repeating their thoughts, such as "I hear that you are worried this print might be too large for your wall space" and then suggest an option. Perhaps you have a smaller size available. Or, offer to take a return with no questions asked if it doesn't work. Sometimes an objection can lead to a special commission, which is the perfect solution for that collector.

You also know the features and benefits of your work. Features are characteristics; benefits are how they affect the buyer. Your painted silk scarf can be hand washed (feature), which means it's easy to care for and doesn't require dry cleaning (benefit). Your giclee reproduction is a gallery-wrapped canvas (feature) which is ready to hang and doesn't require a frame (benefit). The colorful handmade titanium earrings you are selling are strong and durable (feature) and can be confidently worn by active people without scratching or bending out of shape (benefit).

Since what people care about most is themselves, relating the benefits makes that connection and answers the question, "What's in it for me?" Take a close look at how what you make offers clear benefits for the customer, and over time you will become fluent at sharing those benefits in sales conversations.

Speak to the Group

Quite frequently, fair goers attend with family or friends. When engaging in conversation, make eye contact and speak to everyone present. This not only respects each person in the group, but can have positive benefits. Have you ever noticed that sometimes when a customer makes a purchase, their friend will do so as well? You may have had a prospect you didn't know about. Or, you might learn when accepting payment that the friend was the one with the credit card all along.

On the other hand, if you pay no attention to the other party, they could become bored and suggest to your prospect that they move on and look elsewhere.

Ask for the Sale

When a shopper is leaning toward a purchase, they will give off buying signals, such as asking questions about the price or payment methods, delivery, or taking the next step. When the timing is right, ask. "Are you ready to take this home?" or "Shall I wrap it up?" Quite often, this will seal the deal.

If the prospective customer isn't quite ready to make the commitment, they will let you know. Ask if there are any other details or concerns that can be resolved to make it happen. If not, don't write off the sale yet. You have a very interested prospect for whom it is not quite the right time or circumstances to make a purchase, and you will want to stay in touch. In fact, since most people who look at your art won't be buying anything that day, you'll want to stay in touch with all of them, too.

Build Your List

Gathering names, email addresses, and even physical addresses should be a priority whenever you have the opportunity to meet people who are potential customers. Place a guestbook prominently in your booth, and suggest that visitors sign up to hear about your newest artwork, upcoming events and special offers through occasional emails.

If someone loves a piece of art but doesn't buy, take a photo of it with your phone and offer to instantly email it to them with specifics, plus a link to your art website. Then, ask if you can stay in touch. That gives permission to put them on your email list.

Then, follow up through email marketing on a regularly monthly basis to help those fans come to know, like, and trust you and to remember your art. If you have a hot prospect who needs a phone call, personalized email message or even a visit to their home, take the time after the show to follow through and make the most of every opportunity.

Consider the first face-to-face meeting to be the beginning of a long relationship with your collectors. You will make sales, repeat sales and friends along the way. And your sales skills will be sharpened as you become the perfect spokesperson and representative for your own work!