

## **The Team Approach**

A team approach has a number of benefits including motivational, like being able to undertake exhibitions and other events that would be difficult on your own. It also drastically cuts the cost of entry as stock is able to be drastically cut by this structure. In addition also allows a central contact point allowing better use of your time with ease of deliveries and the like.

Brand coordinators are another part of this team they operate on a regional structure each supporting a particular brand, they meet up with local consultants regularly to tell them about new editions within the brand, to teach them more skills and to share experience gained elsewhere by other art consultants. The coordinators of a brand meet up nationally once a month, and are able by this means to share experiences and information and to learn skills to pass on and much more. Similarly brand coordinators across brands meet monthly for the regions allowing greater cooperation and timing of events, as well as identifying other opportunities they can share with the local consultants.

## **Initial training to get started**

All new franchises will get two days training, the initial day covers the franchise workings, how to order, what is available and how to go about your first marketing . You also get to find out far more about quality production and the unique advantages that clients have by selecting from these brands.

You take away with you a large portfolio that is on loan to you, together with a pen drive, that you can plug into any computer, that contains a copy of the GB Pictures public website, this means that you can run this on a laptop or anyone else's computer that just has a browser on it, and allows you to show them all the editions available. You may also have at that time or shortly after your first few editions, the rest you select yourself using the forms provided.

You return for a second day a couple of weeks or so later, on this day you go over some of the initial ground, especially extending the marketing, plus learn all about hanging pictures and the different means of doing so, including security applications.

## **Service, no pressure selling**

Let us start this section by saying that if your approach to business is to sell anything, irrelative of the quality and client needs, ignore service and move on quickly, to find another victim then this is definitely not for you. It won't give you a good living and is structured for people with the opposite approach.

This project revolves around providing a quality service to clients, who you will get to view as friends and many you will see many times, help out and they in turn will appreciate this and introduce you to others. Clients may be individuals, businesses or others in the art trade that in turn will sell the editions on. In your training you will learn all the reasons why you never press anyone to buy, who does not want to, and the difference between a service based approach and pressure selling. This project involves developing long term relationships with individuals, businesses, collectors and investors and providing them with both products and service well above anything available elsewhere, at about the same price as they can get poorer items from others. Anyone who does try pressure selling will quickly learn that the system is structured in a way where they will not benefit in either the short or long term as much as those who follow the advice given.

## **The structure of the local team**

A local team is made up of one area franchise and a number of team franchises. In addition to this they can have mini franchises attached to each of these team members. This means that there are three types of franchises within the local team.

The franchises are able to obtain editions at a considerable discount off the trade price, so make all the margin that a gallery or retailer does plus this additional discount when selling direct, or can sell through the trade or to galleries as well still making a healthy profit.

## **The area franchise**

This has to have a minimum of two people, as one has to provide the base support for the area, undertake some administration and take deliveries from brands. This is the largest franchise and has the largest number of editions in its local stock. In effect it is the centre piece that others are arranged around. Enquires that come into the websites and other leads are fed through the area franchise, they arrange appointments with brand coordinators, and keep in touch with all the members of the local team. The second member is actively involved in marketing, and public relations, as well as probably being involved in joint projects with other members of the team and supporting several mini franchises.

The area franchise has a number of income streams, the sales they make themselves, an override of 5% of the trade price on everything that is sold across the area by other members of the team and mini franchises attached, 10% supervisory override on mini franchises they support, and profit from the arrangements around local and national exchanges of editions and in a number of other ways.

## **The team franchise**

There will be a number of these, the quantity depending on the size of the area. It is designed to be able to be run by one person, this is possible as they work with the area franchise, and other team members. They may also support mini franchises attached to them. Once the number of team franchises in an area has been set this will not be increased without the approval of the majority of the franchises in the area. They have some stock but less than the area, they use a local exchange system that allows the use of each others editions, or can order new editions.

They are very much a part of a team, undertaking on occasions joint marketing, being supported, motivated and empowered, as well as learning new skills and gaining new experience.

The income streams include the sales they make themselves, and a supervisory override they get from supervising mini franchises.

## Mini franchises

This allows a very low cost entry route, and is perhaps ideal for either a person with very little funds or a person wishing to undertake this on a part time evening and weekend approach. They have very little stock, just enough to be able to show people example sizes and framing choices. They rely on being supported by the team members, and while they can meet up with brand coordinators the part time nature of their involvement in many cases will mean this is not routinely practical. They will get the same initial training as the other franchise styles.

They still get new stock from the brands at a substantial discount off the trade price, but not as great a discount as others as a part of this is used to reward the team member supporting them.

## How much will you earn?

To appreciate how much you will earn you need to understand the concept of margin, this is the difference in price between what you buy and sell something for. Turnover is different as it's the total sum of sales. As many find too late, a large turnover without a lot of margin is not a successful business.

Art is an area where there is a very good margin, in fact one of the best available. As your own boss, you will earn more than being employed, as you don't have to support the deadwood of a large organisation.

In these franchises the margin is made up of two parts the difference in price between the trade price and what you sell it for plus the discount you get off the trade price. So for example if you had an edition with trade price of £200 and you sold it for £350, and you were a team franchise buying with a 40% discount on trade you would make  $(350-200)+40\% \text{ of } 200 = £230$ , if you sold on average one a day, over a month you sold 30 of these you would be earning £6,900 a month or £82,800 a year. Plus other income streams of course. This you will appreciate is just an illustration there are many different sizes, and different prices, as well as different brands. We have a sheet available where you can estimate your own sales across different sizes and rates, and get a far better idea.

## Why clients will love to buy through you

Quality and service, is the simple answer, developed relationships and your input of course will help.

The editions that are sold through the local teams are far superior to the majority of what is on sale elsewhere and at about the same price.

All have the option of museum glass and some have it as standard, while other publishers don't include it, as it adds to the production cost. This gives near to no reflections, brighter images and protects the edition from harmful UV light.

All the limited editions are produced with fully calibrated, colour managed systems, producing spectacular results and using long lasting inks and other materials and archival quality mounts and other parts. Images all have guarantees, where museum glass is used a double guarantee that it will not fade or deteriorate in the lifetime of two named individuals, so makes a really good family heirloom, with the a child's name added.

Edition sizes are kept reasonable often lower than others and with the larger network to sell them, they will sell out fast, making them attractive to investors and collectors.

They are technically more advanced having the security features of an electronic chip built in that stops forgeries and makes them unattractive for thieves.

One brand is a collection, where even when sold originals and editions are still a part of the collection, and owners can exchange editions or original art when their decor changes, they move or just fancy a change. Collectors and investors can also make works they own within the collection available for rental.

We should not however forget the local service, the help you will provide, the fact that you will let them see editions in their own home or office, can hang art for them and will have access to a far larger range of works, originals and limited editions than any gallery or other outlet could possibly have.

# Outline of GB Pictures Local Team Franchises

## Other documents available on team franchises:-


- 3 fold Introduction to GB Pictures
- 3 fold GB Pictures, Local Team Franchises
- Self Analysis Sheet, lets you estimate your income

## For artists:-

- Artists briefing
- 3 fold handout on the Exhibition Club

## Websites

- Team Support [www.gb-pictures.co.uk](http://www.gb-pictures.co.uk)
- Main website where you can see art etc [www.gbpictures.co.uk](http://www.gbpictures.co.uk)

 **0845 094 2487**

**Email:** [askus@gbpictures.co.uk](mailto:askus@gbpictures.co.uk)

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## Introduction

This handout explains the role of the local consultants who are all local franchises. These form a part of a local team empowered to market the highest quality art at about the price of inferior products.

This is a franchise, but most unusually without any franchise fees.

It has very low entry costs and very large margins, meaning that everyone involved has the opportunity to make a very good income. As in any business profit is proportional to effort, but in a high margin business like art, there is scope for some to do exceptionally well and others to earn considerably more than they would in other areas.