



Tips For Pitching Sales

It's one of the most crucial parts of the job as you are well aware. Here are some general rules to follow. These rules can be flexible given certain circumstances so don't be afraid to pivot as needed.

Your goal is to get people to think getting a caricature is fun, easy, exciting, and a great time. It doesn't matter how much signage you have, how much great artwork you have out on display, most people at a first glance don't care. People seeing you draw is the best way to do this. If you draw fast, draw well, and are chatting up people and they are having a good time, they see that and go, "Wow, cool, I want one too." If you get enough people seeing this on a decent attendance day, you will get a line. When you have a line, excitement can breed more excitement. The goal is to have the machine feed itself, resulting in you just coasting and drawing people with no pitching required. Easy money.

There is no one size fits all with convincing someone to sit down. Some require flattery, some require egging them on, some require financial incentive. You can never know 100% which approach to use as everyone is different, but you learn to make educated guesses.

Flattery

Compliments on someone's unique hair color, hair style, outfit, their cute little baby in the stroller, are all a way to go about this. This tends to work for mothers with their babies and ladies. You make them feel pretty or special first, then tie it back to drawing and how they would look great if they were drawn. You must be genuine though. People can smell a phony pretty easily. Don't force it unless you truly mean it.

Egging Them On

Some of you may not be comfortable with this. It's safest to do this when people are already looking at your signage. "I see you looking at it, you should do it!" Usually guys are the target as it appeals to their potential sense of pride "You got what it takes here" or "Who here is brave enough to drawn?" Couples and anyone who gives you outgoing vibes when speaking to them is also a good bet "Come on, this would be cute." The goal is to be playful and welcoming no matter what.





Sense of Urgency/ Presenting Opportunity

Sometimes you will run into someone who wants to do it, but wants to come back later after going through the aquarium first. Challenge these people...respectfully! Get the sale now if you can! Don't give them time to change their mind, spend money elsewhere, or simply forget to come back.

If it is going to be a high attendance day, tell them that you suggest they do it now before it gets busier or before you potentially get a line again (regardless of whether you actually will). Tell them you can always hold it for them to pick up later.

If it is the end of the day, especially if there are still a lot of people, hit them with the ticking clock of closing time. "Last chance to get your caricature!" or "It's not too late to get drawn." Manage their expectations and only offer them something you know you have time to deliver on though.

If it is a multiple artist day and you are available but others are drawing, tell someone who is curious or interested that you are available, ready to go right now. "No line, no wait!" Create a sense of opportunity in the hopes of making them feel like they are missing a chance that will pass them by if they don't go for it. Let them think you are in demand even if you aren't in that particular moment.

Be Yourself

As I have mentioned to my artists, feel free to do what I do, but do your own spin on it. They should come up with their own witty lines or ways to engage that are unique to them or that you've never thought of. Just make sure to be respectful and know when it isn't working and when to abandon it. It is important to be genuine.

When to Engage

You should always be open, facing the people. Don't cross your arms, as that makes you look too unwelcoming and defensive. Don't be sitting down on your phone. Say hi to people or wish them a good morning/afternoon. Typically, it forces them to acknowledge that you exist and possibly look at your signage and work. If they show interest, you lead into your next form of engagement. People already looking at your sign or work are low hanging fruit. You MUST engage with them. If they seem reluctant, ask them why and what is stopping them. Why should they deny themselves a great time? If it's money, work out a possible deal if you think you need to. If it is that the kids won't stay still, tell them they don't have to be still (or snap a picture of them). You should have an answer to anything they throw at you. Remember, your goal is to get them to sit down so others see you drawing! It goes without





saying, but never be too pushy, disrespectful, or creepy.

Working Out a Deal

Let me start by saying, you should never lead with a deal, ever. You want them to pay full price if possible. A deal is your last ditch effort to get them to sit down if you think you need to. If it is a group of 4, offer to do it for the price of 3. If it's just a single person, offer to do a color face for the price of a black and white face. Respect your time and yourself. If they try to haggle further, there comes a point where you have to stay firm on something.

When to Make a Deal

If it is a low attendance day, you may need to rely on this more. Early in the morning, there is hardly any traffic for people to see you drawing. Remember, you shouldn't be viewing the deal as a means to get partial money, the deal is the last ditch effort to draw someone and get people to see you do it. On a low attendance day, offer a deal once there are more people walking by closer to 11am and as needed as the day goes on.

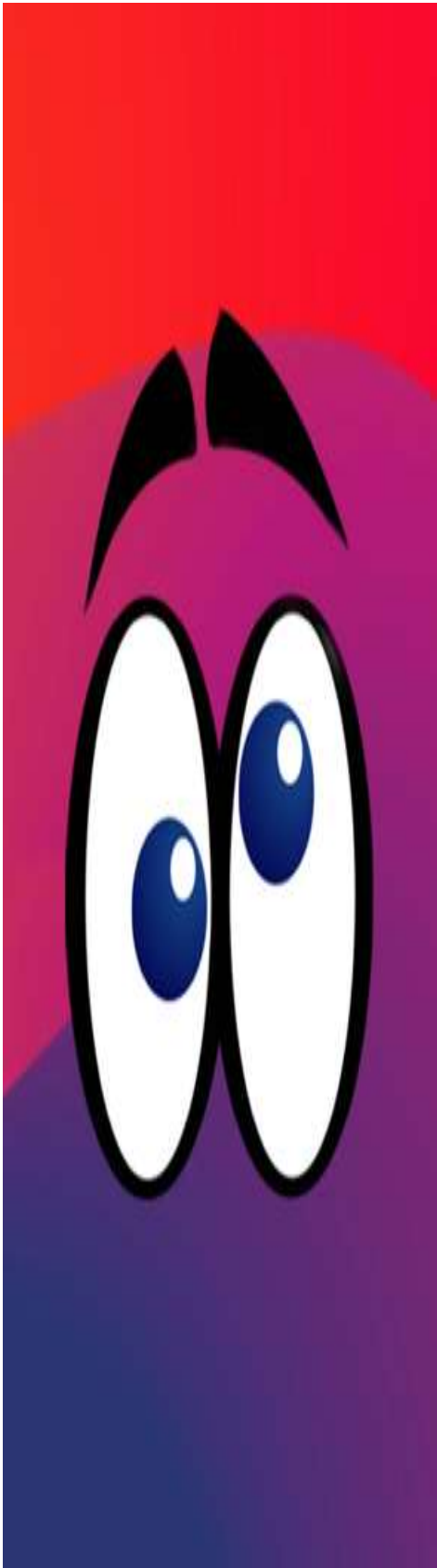
If it is high traffic, offer it less or not at all. More people walking by on a higher attendance day means the law of averages is more in your favor. You have more people you're engaging with, increasing your odds of getting someone to sit down or just to come up to you naturally and ask for one. You really shouldn't be offering discounts or making deals unless you are truly striking out and are desperate to get the ball rolling.

What Deals to Make

The one I use the most often is freebies. I offer a free black and white face. It's fast, doesn't rob you much of your time, it has the least negative loss of money, but allows for people to see you drawing. If you're going to do this, do it quickly. No backgrounds or complex stuff. This is supposed to be fast and look like a magic trick that wows people. If you take too long, you're wasting your time. Sometimes people even tip you for it which is a bonus, but not the goal.

Buy X get Y free deals are a common way to win people over to sit down if they are reluctant or worry about the price. They are the worst deal for you however. You are losing out on more money, but sometimes you may have to do it to salvage a sale. You should strongly consider doing this if it is a big sale, such as 5 people or more. If it is a slow day, losing out on a 5 person sale can be rough, especially if all it takes to move the needle for them is to throw in one person for free.

I only offer Buy X get Y free deals when people view money as the issue. I stress to them FIRST that our prices are cheaper than at the fairs or theme parks. I'm doing everything I can to avoid having to use the deal. You have to





talk to people and find out the root of what is hanging them up when they look interested. Connect with them and acknowledge their concern of money and present a deal in a friendly way. "Tell you what, what if I throw in the little one for free? I can tell you all really want one and this way it still works out on my end too." If people push back and try to go lower, eventually you have to hold firm. You don't have to be mean about it though, just be respectful and relate it back to them. "Sorry, I can't do it for that. I still have to pay my bills somehow."

If it is a field trip day, you might have to offer half price or \$5 off deals. Never make a sign displaying the deal, ever! Keep your deals discreet just between you and the person you are making them with. You do this to avoid other people learning about the deal and trying to leverage it against you. Your goal is to get someone to sit down so others can see the great drawing you are doing so they get in line and pay full price. I would stick to only offering discounts on field trips for black and white faces...MAYBE color faces at your discretion. Most field trips are on tight schedules and you are better off drawing more people with your fastest possible option of black and white faces. Don't bother pitching to large groups, only smaller pods of kids with a chaperone.

If you are working with other artists, offer deals at your own discretion. If you're with another artist, that means attendance is likely to be higher to support it and you should be less likely to be giving out deals anyways. Don't be expected to honor a deal another artist made if you are asked, "Hey, would you also draw us for such and such deal that they offered?" Just tell them that that deal was made between them and you aren't them, that is unless you personally are willing to do the same deal. Deals are not meant to be spread like wildfire for people to use against you, regardless of how many artists are working. Deals are meant to be somewhat discreet and out of earshot when possible. Be respectful to not put another artist in that weird situation. I offer freebies when working with another artist, but never try to make them do freebies too. My goal is simply to get eyes on the drawing so we all benefit.

Upselling/Downselling

I'll be honest, I generally don't like upselling when it comes to drawing people. Full body color takes longer. Backgrounds (simple or not) take longer. Our prices don't scale well with the extra work it takes to color someone, which means you are making less money. The only time I ever try to upsell on what the customer asks is if it is early in the morning and it hasn't picked up yet. Again, you want people to see you drawing. If there are no people to see you drawing because it is super early, not upselling has you losing out on money. You should be leading with what makes you the most money. If it is early in the morning where you aren't likely to get a line to form at all, you want to push for a full body. If it has picked up and it's close to noon or later, you want to push for faces. Based on our pricing, if you drew nonstop for an





hour, you'd make more money doing black and white faces than you would doing full body colors, plain and simple.

The way you upsell is by getting more people into a drawing. If somebody mentions, "Oh, I wish so and so was here...", tell them you can do it from a picture. Do they have other brothers or sisters who aren't with them on their visit or live out of state? It might salvage a sale for someone on the fence about getting one even if their boyfriend/girlfriend or husband/wife is not there. If people see you drawing from a picture, that telegraphs that they too can get one done knowing the person doesn't have to be there. If someone mentions having a pet, ask them if they have a picture if you personally feel comfortable with doing a pet.

Also, it goes without saying, ALWAYS try to upsell on tubes and mats. I don't even mention the price unless they ask. The prices are on the sign, they aren't hidden or written in small text. If they took a plane to get here, strongly suggest the tube. If it's raining, already rained, or might rain, push that tube, that's free money.

Don't be afraid to downsell to preserve a sale, especially if they seem hung up about money. A black and white face is better money for your time than a color face. It still accomplishes the same goal of you drawing people and people seeing it. Make them feel good about the downsell. "Black and white won't clash depending on where you hang it in the house" or "No worries, black and white is classic! That's how they've been done for decades!"

A great caricature artist is someone who can make their money whether it is busy or slow. Once you get more proficient at this part of the job, you will always have the joy of drawing people and having a good time.

