



# **Selling Art 101, Second Edition: The Art of Creative Selling (Selling Art 101: The Art of Creative Selling)**

*Robert Regis Dvorak*

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This book is for artists, reps, and galleries. For most artists, selling art is a skill that needs to be learned. If you study the easy-to-approach techniques provided in this book, you will find that Robert Regis Dvorák's approach to selling art is simple to learn. In the fourteen chapters you will learn about:

- Closing secrets
- How to use emotions
- Listening techniques
- How to get referrals
- Prospecting for clients
- Fourteen power words
- Telephone techniques
- Finding and keeping clients
- Overcoming objections
- Developing rapport with a client
- Goal setting

**Robert Regis Dvorák** has been a practicing artist for over twenty-eight years. He presents seminars in drawing, watercolor painting, creativity, and selling art for the University of California, San Francisco State University, community colleges, and art galleries. He lives in Sacramento, California.

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