

# Would You Like To See The

# Menu?



## Why This Could Be Your Most Important Sales Question & How You Can Create A Framer's Menu

**BY JARED DAVIS CPF, GCF**

When you dine at a restaurant, do you ask your server, "How much does it cost for a steak dinner with a side of mash?" Or, do you read a menu first?

What do you do when a customer walks into your shop and asks, "How much will it cost to frame this football jersey?" Do you just offer a price based on your most affordable "budget" option first? Do you try to convince them there are many different options

and styles they can have if they are willing to spend a bit more? Do you try to describe some of the tasteful design elements and enhancements you can offer, such as extra mats, engraved plaques, V-grooves, etc.? Do your upsell efforts usually lead to a confused, suspicious and ultimately unconvinced customer?

The "how-much-will-it-cost-to-frame-this" scenario probably happens on a daily basis for most of us. That said, wouldn't it be nice if, when faced with

the ever-present cost question, we could just say, "Well, have a look at our menu first, and see what you like?"

If you can convince your customers to willingly spend more money on each frame job you do, you don't have to sell more frames or find more customers to make more money. You just get your customers to "want" to spend more money for each job in exchange for offering them more value, and it



Photos courtesy of Jared Davis

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can all start by  
creating your first  
Framing Menu.

## The Need For Change

A vital element of successful retailing is remaining relevant to our clients' ever-changing wants and needs. As the baby boomers start to nest and settle down in their retirement, the battle for the luxury consumer dollar is changing to a new front—generations X and Y, who have extremely different wants and desires than their parents.

Every business has a different market and a different demographic, but one thing that can be said for sure is the expectations and desires of our clients are changing. The younger generations have been bought up in the age of vi-



▲ A close-up of the framed wedding photo ideas in the Framer's Menu at Hornsby Framing

and choice, with their own unique "personal touch" and "style" to everything they buy.

As retailers, the great news for us is that we have an infinitely variable product to offer, and thus, we have the ability to create new ideas and concepts in framing to keep our product both relevant and desirable to today's evolving consumer.

## Limitless Opportunity

In the world of retail, every purchase made is either a "want" or a "need." Fortunately, custom framing is a "want" purchase like a bottle of perfume or a vacation, not a "need" purchase like a washing machine or lawn mower. Thus, our product is actually driven by an initial desire before it is limited by affordability and price.

As consumers ourselves, we also recognize the universal consumer law that people will happily pay more for what they "want," than they will for what they "need." Additional to this, in the age of limitless credit, if generations X and Y really "want" something enough, they can have it, now.

So, if custom framing allows us to potentially offer an infinitely variable product, this means we actually have a

limitless opportunity to increase our sale value for each job. But, the question is: How do we do that? They expect to "see" everything they want, and everything they "want," they see. They also expect limitless variety



◀ James Luo, owner of Hornsby Framing in Sydney, Australia, displays his photobook on this podium for customers to flip through.

▼ A close-up of the framed medal ideas in the Framer's Menu at Hornsby Framing



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The answer is by creating an ENHANCED desire for our product. The most effective way of doing that is to simply SHOW them.

## Less Framed Prints, More Framed Ideas

The "old-school" retail frameshop of yesteryear used to do okay by utilizing their retail wall space to sell framed prints that complemented their custom-framing services. However, the success of this formula is rapidly running out of steam due to today's increasingly savvy, discerning and demanding consumer.

Today's successful, "new generation" frameshops recognize that a growing percentage of their wall space is now becoming more valuable and more effective for their business when converting it into an Inspiration Display of static (i.e. not for sale), eye-catching framing ideas and concepts that stimulate consumer desire and generate upsell opportunities in custom framing.

## A General Rule: If They Can't See It, They Won't Buy It.

Every framer agrees that it is much nicer to have your customers ASK you for a specific, creative (and more profitable) design feature than it is to try to SELL it to them.

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No one likes to be “sold to”, and trying to verbally convince a customer of the amazing things you can offer them in their frame design (in exchange for a higher price, nonetheless) simply won’t fly with most consumers, even if they trust you.

Using your walls to show off Inspiration Displays of enhanced frame designs is definitely the best way to create desire. However, creating an effective Inspiration Display wall certainly requires a dedicated commitment of space, time and money to put together, which many framers cannot create instantly, but there is an alternative method of creating desire that is virtually instant and comparatively costless in comparison to an elaborate Inspiration Display wall.

## The Framing Menu

As framers, we have all created those occasional jaw-dropping jobs we do for clients that we are very proud of. Unfortunately, the framed pieces walk out the door the next day, never to be seen again. Wouldn’t it be great if we could show some of these previous masterpieces to future clients, who might be willing to spend the money on a similar job again?

With the ease and affordability of digital photography (by now, everyone has a digital camera), most framers take photos of these special jobs, and that’s a great place to start. Unfortunately, in most cases, these photos just get saved on a hard drive, never to be seen again.

Here’s a way to convert these photos into the ultimate upselling tool: a personal catalogue—or what I like to call The Framing Menu—of some of your best designs. The easiest and most cost-effective way to create your own professional Framing Menu is to simply create a photo book.

Photo books are currently a popular concept in the digital photo industry, where you can print a professionally bound, “one-off”, hardcover book of your family snaps. As you can imagine, crafty housewives become addicted to creating unique online albums of family photos and holiday photos, which are then professionally printed and posted for them. They can then give the photo books to extended family as gifts.

The photo books look professional, come in a variety of sizes, colors and styles and offer different covers including wrap-around images, textured leather and elegant fabric. Perhaps best of all, though, they are highly affordable.

The beauty of this concept is that you can create a photo book from your home computer over the Internet by uploading your photos, customizing the layout and arrangement of your images, adding more pages if required and personalizing the whole book with comments and references throughout.

## How To Create A Framing Menu

Here are a couple of popular Web sites that offer online photo-book printing services that you can use to create your own Framing Menus.

They allow users to upload photos from digital cameras and flash drives or send in rolls of film, which will be posted to an online account where they can share, store, edit and enhance them before putting them into a professionally printed and bound book.

The sites include all sorts of sizes, colors, patterns and layout schemes for photo books, so they can be customized to fit the themes of different Framing Menus.

- [www.shutterfly.com](http://www.shutterfly.com)
- [www.snapfish.com](http://www.snapfish.com)
- [www.KodakGallery.com](http://www.KodakGallery.com)
- [www.PhotoWorks.com](http://www.PhotoWorks.com)
- [www.customphotobook.com](http://www.customphotobook.com)

For those who fear technology, let me tell you, it is not hard to create these, as the online software is extremely user-friendly.

After investing a minimal 30 minutes online and a \$30 fee, a professional, hardcover Framing Menu will arrive in the mail several days later. The creation is your new personal catalogue—or “The Greatest Hits of XYZ Framing”—to show customers.

Taking this concept one step further, why not create a series of separate, themed Framing Menus? You could create such categories as The Memorabilia Menu, The Wedding Menu, The Needlework Menu, The Photo Collage Menu, The Certificate Menu, The Military Menu and so on.

In the future, when a customer walks into your shop and inquires about the price for framing a jersey, you can say, “Well, let’s have a look through our Jersey Menu and see if there is something you might like to use in your own frame design.” □



With more than 16 years experience in the framing industry, Jared Davis CPF, GCF, has covered the wholesale, commercial and retail aspects. His previous sales, marketing and training experience give him an understanding of the changing opportunities for today’s retail businesses. Davis works for Megawood Mouldings in Australia. He’s also a consultant for GUNNAR International and a featured educator at major, international, industry trade shows and conventions. For more information, visit his Web site at [www.jared-davis.com](http://www.jared-davis.com).