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## Would You Like to Read The Menu?

When you visit a restaurant, do you walk in and say, *"How much does it cost for a steak dinner with a side of mash?"* or do you read a menu first?

### **A common scenario...**

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 up-sell efforts usually lead to a confused, suspicious and ultimately unconvincing customer?

This *"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 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 can all start by creating your first "Framing Menu".

### **The Need for Change...**

A vital element of successful retailing is remaining relevant to our client's ever changing wants & 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 - Generation X & Y, who have very different wants and desires to their parents.

Every business has a different market and a different demographic, but one thing that can be said for sure is that the expectations & desires of our clients are definitely changing.

The younger generations have been brought up in the age of "visual stimulation": technology, videos, photos, internet, images - they expect to "see" everything they want, and everything they "want", they see. They also expect limitless variety and choice, with their own unique "personal touch" & "style" to everything they buy.

As retailers, the great news for us is that we have an infinitely variable product that we can 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 holiday, not a "need" purchase like a washing machine or lawn mower, thus our

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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 & 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 this?”

The answer is by creating an ENHANCED desire for our product... and the most effective way of doing this, is to simply SHOW them!

### **Less Framed Prints, More Framed Ideas...**

The “old school” retail frame shop of yesteryear used to do OK by utilizing their retail wall space to sell framed prints, to complement 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 “new generation” successful frame shops, recognize that a growing percentage of their wall space is now becoming more valuable, and more effective to their business, by converting it into an “Inspiration Display” of static (ie: not for sale), eye-catching framing ideas and concepts, which stimulates consumer desire and generates up sell opportunities in their custom framing.

### **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 (& more profitable) design feature, rather than try to SELL it to them.

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!) simply won’t fly with pretty much any consumer, even if they trust you.

Using your walls to show off “Inspiration Displays” of enhanced frame designs is definitely the best way of creating 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, which 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, which 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

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masterpieces" to future clients, who may be willing to spend the money on a similar job again?

With the ease & affordability of digital photography (everyone has a digital camera), most framers take photos of these "special" jobs, which is a great place to start. But 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 "up-selling" 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 what is called a photo book.

Photo books are currently a popular concept in the digital photo industry, where you can print a professionally bound, "one off" hard cover 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, which they share with extended family as gifts.

Photo books look professional, come in a variety of sizes, colours and styles, and offer different covers including wrap around images, textured leather and elegant fabric, and best of all, they are highly affordable.

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

For those who fear technology, let me tell you, it is not hard to create these, as the online software is very user friendly, and if a housewife can do it, then so can you!

After investing a minimal 30 minutes online and \$30 billed to your credit card, three days later a professional, hard covered "Framing Menu" will arrive in the post, which is your new personal catalogue of *"The Greatest Hits of XYZ Framing"* to show your customers.

Taking this concept one step further, why not create a series of separate themed "Framing Menus"

#### **How To Create A Framing Menu**

Here are a couple of popular websites which offer online photo book printing services, which you can use to create your own "Framing Menus". They allows users to upload photos, which can be posted to an online account where they can share, store, edit and enhance them before arranging them into a professionally printed and bound book. The sites include all sorts of sizes, colours, styles and schemes for photo books, so they can be customized to suit the different themes of your Framing Menus.

[www.picpress.com.au](http://www.picpress.com.au)

[www.snapfish.com.au](http://www.snapfish.com.au)

[www.momento.com.au](http://www.momento.com.au)

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– breaking down the categories such as “The Memorabilia Menu”, “The Wedding Menu”, “The Needlework Menu”, “The Photo Collage Menu”, “The Certificate Menu”, “The Military Menu”, etc.

In future, when a customer walks into your shop and asks “How much will it cost to frame this Jersey?”, you can now say, “Well let’s to have a look through our Jersey Menu, and see if there is something you may like to use in your own frame design?”...

Jared Davis is a world recognised educator at major international industry tradeshows and conventions. He has recently authored his first book “Getting the Most Value From Your CMC”, and is the Gunnar Product Manager for Megawood Mouldings. You can read some of Jared’s previous articles at his website: [www.jared-davis.com](http://www.jared-davis.com)

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