

April 2007



[www.centralportraitbranch.com](http://www.centralportraitbranch.com)

## CPB Calendar



**May 28**  
Rob Corrado  
Colour Management

**June 25**  
Rob Provencher  
James Hodgins  
NoBS Weddings  
(full day)

**October 29**  
Andre Amyot  
Photo Coach  
(full day)

**November 26**  
Albums Revealed  
Judy Cormier and  
Storey Wilkens

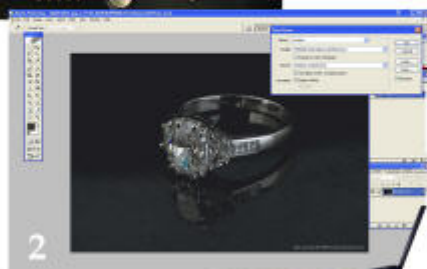
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[evan@magicportraits.net](mailto:evan@magicportraits.net)

## Color Management For CPB Photographers Three Easy Steps



Presented by Rob Corrado  
The Color Guy



Helping you see  
what you get!

Helping you get  
what you see!



Monday May 28 5:30 pm.  
Trident Banquet Hall, 145 Evans Ave.

[http://tridentbanquethall.com/location\\_map.htm](http://tridentbanquethall.com/location_map.htm)

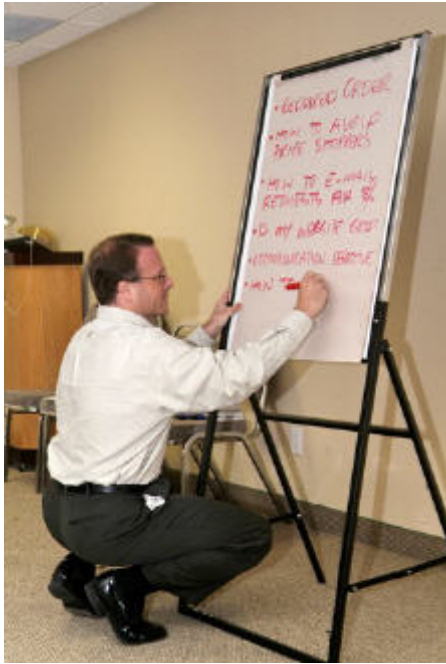
Register in advance \$30 for members, \$40 for non members  
At the door \$35 for members and \$45 for non members  
Students \$5

**This is a print show meeting, so bring your  
prints for competition!**

# Selling Effectively

Some photographers think sell is a four letter word and that our images and talent will sell themselves. In order to succeed as a business we need an effective sales and marketing strategy.

“The key to successful selling is to have a better system than the one your prospect has been using on you for years.” according to David H. Sandler. Andrew Wall of Sandler Sales Institute lead us in discussing the sales process, what worked for us and what doesn’t work for us.



Andrew suggested prospects see themselves as individuals with something to lose: their money. This helps explain why prospects typically adopt an adversarial approach to salespeople.

Instead of treating your prospect to yet another sales call, you offer an honest, non-manipulative exchange of information, by establishing rapport. Stop acting like a salesperson.

Establish an upfront contract, a clear understanding of what you expect at the end of the meeting.

Uncover the prospect’s pain. People buy emotionally. Their most intense emotion is pain. If your prospect has no pain there will be no easy sale.

Get the money issues out on the table. Discover your prospects decision-making process and present a solution that will solve your prospect’s pain.

Story by Evan Linnell

Photography by Andrew Ferguson

## Swipe a great rate!

As the exclusive referred provider of Merchant service to members of the Professional Photographers of Canada, Chase Paymentech Solutions offers you a complete merchant services solution with preferential rates on Visa, MasterCard and Interac services. If you have not taken advantage of this program you could be over-paying on your merchant discount rates. Many members say this benefit more than covers the complete cost of their membership



## **“Get Serious ... Have Fun Doing It”**

**Dates: May 29, 30 and 31, 2007**

**Fee: Earlybird Registration before May 7 - \$350  
\$450 after May 7**

A successful wedding photography business isn't going to happen overnight. It takes “serious” attention and commitment. Never mind a lot of hard work. In the end, its worth the investment, and if you enjoy the process you can have a little fun with it!!!

The “Get Serious” workshop is all about getting down to the nitty gritty of running a successful wedding photography business. Conducted by Judy Cormier, one of the leading wedding photographers in the Toronto market, you'll be exposed to all her little secrets ... both the serious side and the fun side, but mostly you'll learn to love what you do.

The workshop will consist of 3 days of SERIOUS fun!!

For further details on the content of the workshop, go to <http://www.elementzoffoto.com> and visit the link called “Workshops”

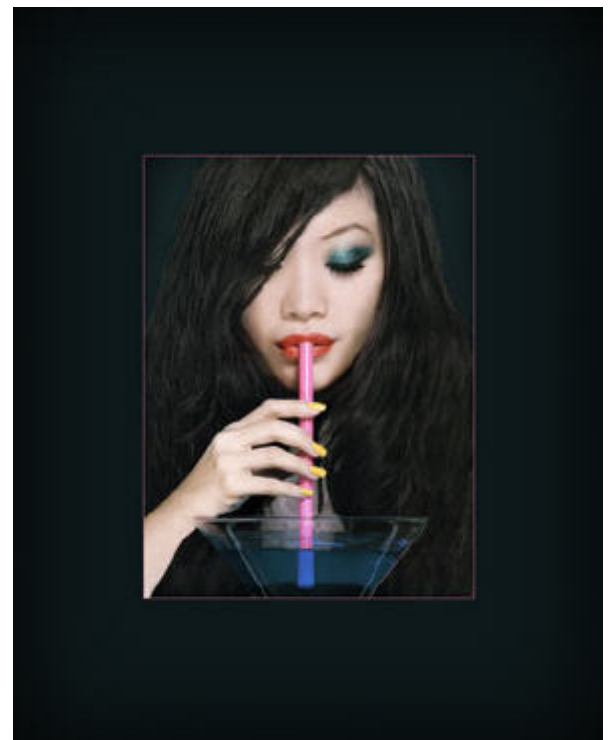
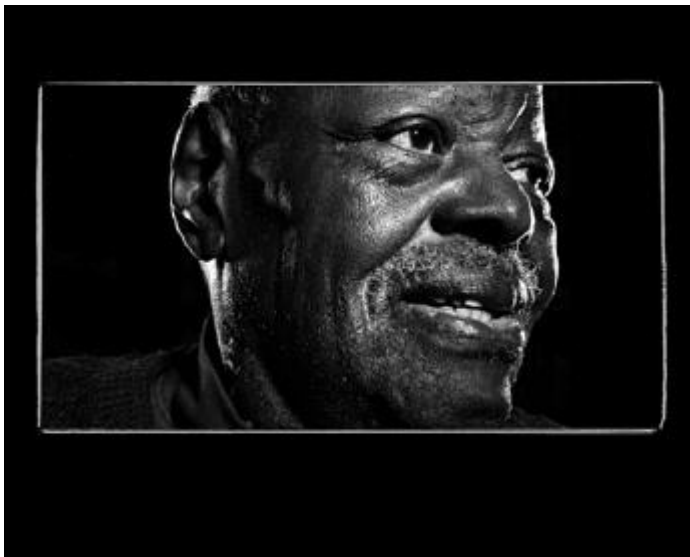
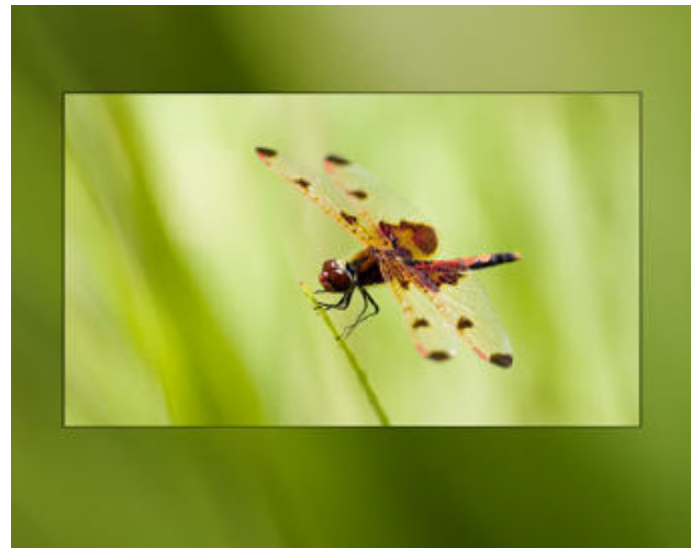
### **SOME IMPORTANT DETAILS:**

All of the in class instruction will be held at Trident Banquet Hall, 145 Evans Avenue, Etobicoke, Ontario ... <http://www.tridentbanquethall.com/>

Dinner Party Location: Mamma Martino's, 624B The Queensway, Etobicoke

To register online for this workshop, go to <http://www.elementzoffoto.com/index.php>, click on the first entry called “Get Serious” you'll be asked for your e-mail address and then just go ahead and create an order for your registration. Payment method is Visa and Mastercard only.

This event is sponsored by [Vision Art Books](#) and [GTA Photo Lab](#)



## Print Show

Top left "Standing Guard" by Wendy Gonneau received first place Black and White and 3rd place Best of Show, Top right "The Dragon" by Jesse Rashotte received first place Commercial and 2nd place best of show, Bottom left "Oscar Peterson" by Troy Moth received first place portraits and first place student, bottom right "Delicious Cocktail" by Bernard Kravevsky received an excellent rating.