



SNAPSHOTS NEWSLETTER

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How to Make More with **Sports Photography**

3 ways to boost sales and offer better services!

Maximizing sales on business you have already booked is a never-ending quest. To complicate matters, there is no shortage of ways to tackle this quest. You can raise prices, add shipping charges, create new packages, institute minimums, etc...

But wouldn't it be great if you could increase sales AND offer your customers better services? You can! Candid Color Systems has 3 unique services your customers will love and that can give you the incremental increase in sales you are looking for!

The first service is **Quick Retouching**. Quick Retouching lightly softens facial complexions including blemishes and wrinkles as well as brightening teeth and eyes, while enhancing the overall quality of the finished photos.



This great product add-on can be offered to your customers online through our CCS retail website. Quick retouching is a service that requires no inventory, has no direct labor cost for the photographer, requires no additional postage and can have a large margin! There is no risk!

The perfect target market for this retouching service is teenagers! Senior portraits, prom and dance portraits or posed packages would all benefit from retouching. CCS charges for Quick Retouching by the face. So, typical dance portraits of couples would be charged twice. Quick retouching is also popular for sports! When shooting high school and middle school sports, offer retouching as an add-on!

The second service that can help increase your sales is our **Pearlized Portrait Finish**. Prints made on this special metallic paper appear luminous! Offer this as an upgrade to standard prints.

Pearlized Portrait Finish is not just for standard portraits. The metallic property of these special prints can make the graphics on our sports products really appear to POP! This special service is also available on popular sports products such as magnets and statuettes!

Take some samples of this product to your next sports shoot to get customers excited about this option! This is another upgrade you can offer with no additional work for the

photographer and no additional shipping costs. There is no risk!

Our third service that can boost sales and customer satisfaction is **Zoom and Crop!** Zoom and Crop can give your customers control over their image and even fix some images that would not have made great prints otherwise. Crop out unwanted subject matter (or people), center the primary subject or create an entirely new picture out of the original!



Zoom and Crop can be offered as a free service on our websites (there is no additional charge to the photographer)! Photographers can choose to charge for Zoom and Crop, although the main benefit will likely be increased sales due to higher satisfaction with the images! Zoom and Crop is great for improving sports action shots sold online! Again, Zoom and Crop is another service that requires no additional work for the photographer, no additional shipping charges and has no risk!

So what are you waiting for? Add Quick Retouching, Pearlized Portrait Finish and Zoom & Crop to your offerings for your holiday parties, Fall & Spring sports or your upcoming dance season. Beyond gaining additional revenue you may be offering something that your competitor does not! And your customers will love it!

*Quick retouching is available in several CCS product lines: Sports, Graduations, Schools and Dances. Our Professional Portrait line has a more extensive array of retouching services available. Zoom & Crop is available in all of our online product lines, but not for every product. For pricing and more specific service details, contact our customer

development department: **Brian Speers at 800-336-4550, Ext. 251, or Dan Hays at Ext. 227.**

***Candid Color Systems offers great tools for pre-paid and the View First™ sports programs. We offer online proofing, online ordering, order envelopes, password cards, mailing direct to your end customer, software to print paper proofs, an amazing array of sports products, photographer order entry and over 30 years of photography experience!**

