



ART FORCE

ART CONSULTANT CAREER GUIDE



Corporate Art Force, LLC

DBA Art Force

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Art Force - Art Consultant Career Guide

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Letter from our President

This career guide will hopefully give you an understanding of the opportunity that I believe is extraordinary for prospective Art Consultant Partners with Art Force. Since our inception in 2009 we have methodically built our foundation based on sound principles that are in alignment with our mission and values as an organization.

The market for turnkey art procurement services is large and because there are no dominant players in the industry we are already considered a leader.

Our staff at Art Force has backgrounds and experience in the industry that is as impressive as you will see anywhere. The support structure that we continue to develop and perfect for our Art Consultants is designed for the highest probability of success and continued growth.

If you have the unique combination of the skills and experience that we seek and want to pursue a career as an Art Consultant with Art Force, I invite you to review this career guide and take the next steps towards joining our team.

Sincerely,

Bill

William Kieger

President

Corporate Art Force, LLC dba Art Force

ART FORCE

About Art Force

Formed in 2009, we are located in the heart of the Northeast Minneapolis, Minnesota Arts District.

We believe artwork is an asset providing an intrinsic and a potential real return on investment (ROI). When carefully selected, framed and installed, artwork has the ability to serve many valuable functions that far exceed decoration. An organization's environment is a reflection of who they are, and what they value. We help organizations achieve their objectives through artwork and visual solutions!

We have an extensive menu of products and services. This includes our SmartArt Program™, our Wings and Still Life programs, and the ability to work with clients to produce commissioned artwork.

We recently launched Art Force Academy, an online community that offers an art consultant certification program and opportunities for affiliate artists. If you are not an artist or art consultant, Art Force Academy provides all art enthusiasts with a collaborative space to interact with each other as well as receive updates about the world of art.

Our #1 value is our clients! That includes Enterprise Organizations, Special Projects, Healthcare, Small and Medium Size Organizations and Educational Institutions.

Since our formation, Art Force has delivered more than 30,000 pieces of artwork to more than 150 clients in 42 states and Canada.



ART FORCE

Our Mission

To be the **Premier** Provider of
Artwork Services.

Our Values

Our Clients

- Providing exceptional service in accordance with our Client Service Policy

Growth

- Our growth mindset is the vehicle to achieve our mission and expand our organizational reach

Financial Responsibility

- Operating with transparency and accountability

Professionalism

- Continually expanding our expertise and perfecting our craft
- Working with integrity and aligning our actions with our brand

Teamwork

- An attitude of collaboration and win/win solutions

We are the Originators of the SmartArt Program™



"The Smartest Way to Manage Your Art Assets"

The SmartArt Program™ is a comprehensive art management program offered exclusively by Art Force. It provides a standardized, effective selling process for art consultants.

The program allows our clients to design and implement artwork programs specifically tailored to the organization's mission, objectives, brand and budget.

1

Evaluate

- ✓ Clarify Your Organization's Mission, Objectives, Brand & Budget
- ✓ Existing Art Inventory & Redistribution Strategy
- ✓ Benchmark Study

2

Design

- ✓ Brand Alignment
- ✓ Evidence Based Design Integration
- ✓ Real Estate Design Integration
- ✓ Art Selection Committee Management
- ✓ New Art Integration
- ✓ Finance Program

3

Execute

- ✓ Produce, Deliver & Install Artwork
- ✓ Inventory Management
- ✓ Maintenance
- ✓ Art Reviews, Upgrade & Rotate



The Marketplace

The market for our services is extensive. The research we have completed convinced us that the U.S. market is at \$1 billion or more!

Consider the fact that almost every organization has something on their walls.



Partnering with Art Force connects you with an extensive network of clients, art consultants and artists!

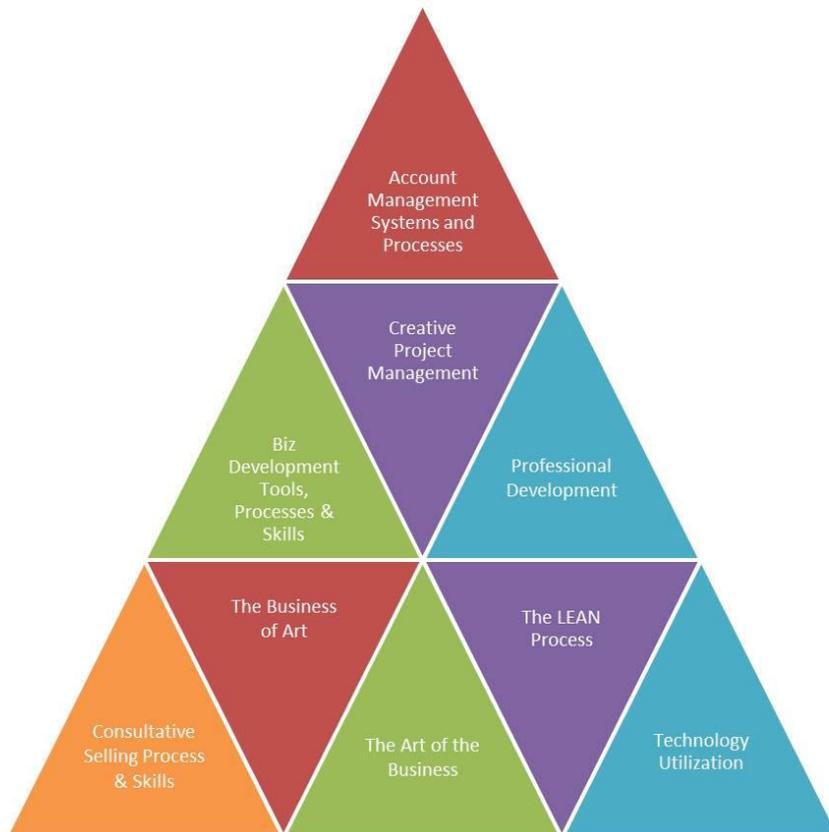
- Large Enterprise Corporations
- Small to Large Businesses
- Healthcare Organizations
- Professional Firms
- Hospitality
- Education
- Large Public Venues

ART FORCE ACADEMY

Inspire • Learn • Create •

Art Force Academy is built to support a community of learning, onsite training and knowledge sharing. Art consultants, artists and art enthusiasts can come together in a collaborative space that provides a resource library, webinars, lectures and much more.

Through the art consultant certification program, you will learn **Success Principles and Disciplines** that are proven fundamentals developed by internal professionals, outside experts and programs recognized worldwide.



We have developed a proprietary **Consultative Selling Skills** program modified exclusively for our Art Consultants. You will learn how to effectively network with the influencers and partners in the industry and how to successfully lead clients through our process.

The **Art of the Business and the Business of Art** education and training is also an integral component of the curriculum, led by our own staff who have extensive experience and qualifications in the field.

We also provide the opportunity for **Management and Leadership Development** for career growth and advancement.

We have effective **Technology and Marketing Systems** that are integrated into our website for art selection and design, as well as an extensive data-base of existing clients, prospective clients and projects that are identified and managed on an ongoing basis by our Business Development Staff.

Compensation Programs

The compensation program for Art Consultant Partners is designed to ***allow for unlimited earnings and compliment an existing practice.***

Incentive Programs for awards such as national conferences are being designed for 2016.

Next Steps

Becoming an Art Consultant Partner with Art Force has clear benefits and can advance both your career and love of art!

If you believe you have the background and characteristics necessary to be a successful Art Consultant Partner with Art Force, please contact us!

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Regular mail:

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