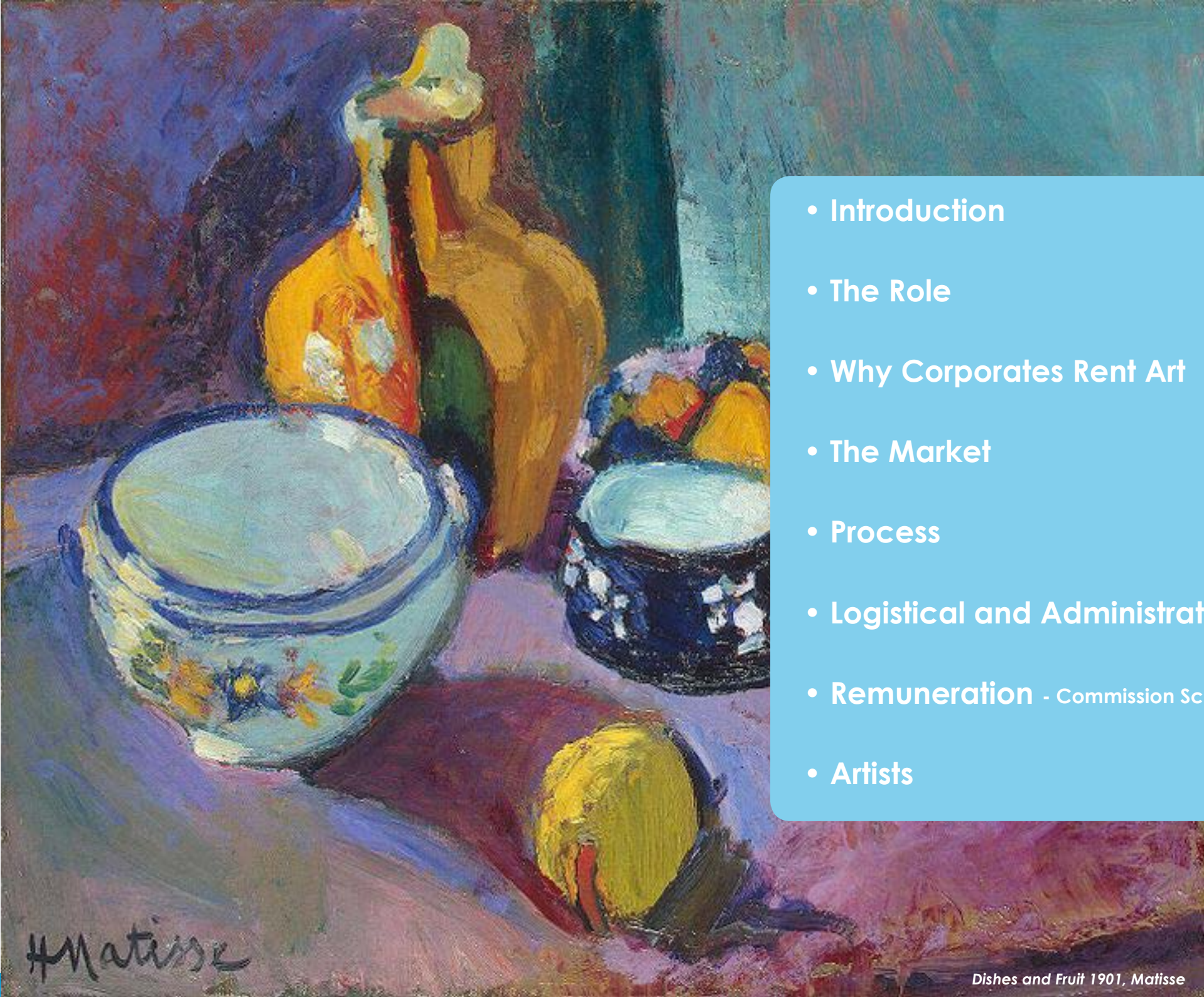




*Bathers with Crab 1938, Picasso*

# Sales Manual

**cki** fine art rental



- Introduction
- The Role
- Why Corporates Rent Art
- The Market
- Process
- Logistical and Administrative support
- Remuneration - Commission Schedule and Targets
- Artists

#Matisse

Dishes and Fruit 1901, Matisse

## Introduction

Collins and Kent was originally founded in Sydney, Australia in 1999. After a decade serving clients throughout Australia, the company changed its ownership and name to Collins & Kent International Pty Ltd (CKI) to reflect its ever-increasing international clientele.

In 2010, CKI opened its first international office in Singapore and followed this in 2012 with the opening of our gallery in Hong Kong. CKI specializes in the works of the Masters focusing its' expertise on the most liquid, collected and affordable sector of the market, concentrating on the mixed media works of the Masters both old and modern; and primarily their works on paper.

CKI only recommends artworks by non-producing artists and blue chip artists with established global reputations and verifiable auction sales/purchase histories, where demand is high and supply limited.

CKI Rental, is part of the Collins and Kent International Group and is the only art rental business that specializes in the works of the masters. CKI rental offers art rental packages from the largest inventory of artworks of the international Masters throughout the Australasian region.



## The Role

The Art Rental Agent will provide a high level of service, and maintain and grow art rental revenue while developing new business prospects. The Agent will support the team's established sales goals by selling art rental portfolios and services through CKI Fine Art Rental.

### Summary of Responsibilities:

- Acquire new business revenue through prospecting and consultative sales presentations.
- Effectively communicate, through written presentation and verbal skills, the benefits of Art Rental services.
- Prepare and present comprehensive rental proposals for prospective clients.
- Provide clients with cost estimates of rental products and services; address all client requests in a timely and professional manner.
- Prepare and process all correspondence and paperwork related to accounts and maintain up-to-date customer records available for you and management, with the assistance of administrative managers
- Regular communications with sales management
- Maintain a professional appearance and positive attitude.

## Why Corporates Rent Art

A desirable and impressive art collection will strengthen the corporate image and inspire the workforce

### 1. **First Impressions Do Count.**

Promotion of the company's achievements with an exciting art collection and impress its clients simultaneously.

**2. To transform flat and dull wall spaces** into inspiring focal points and points of conversation that show the Corporation means BUSINESS.

**3. To save capital** and stimulate its workforce.

**4. Renting a complete collection** or a single artwork is often 100% tax deductible for businesses.

**5. To save time and money** with our CKI's art rental consultancy services.

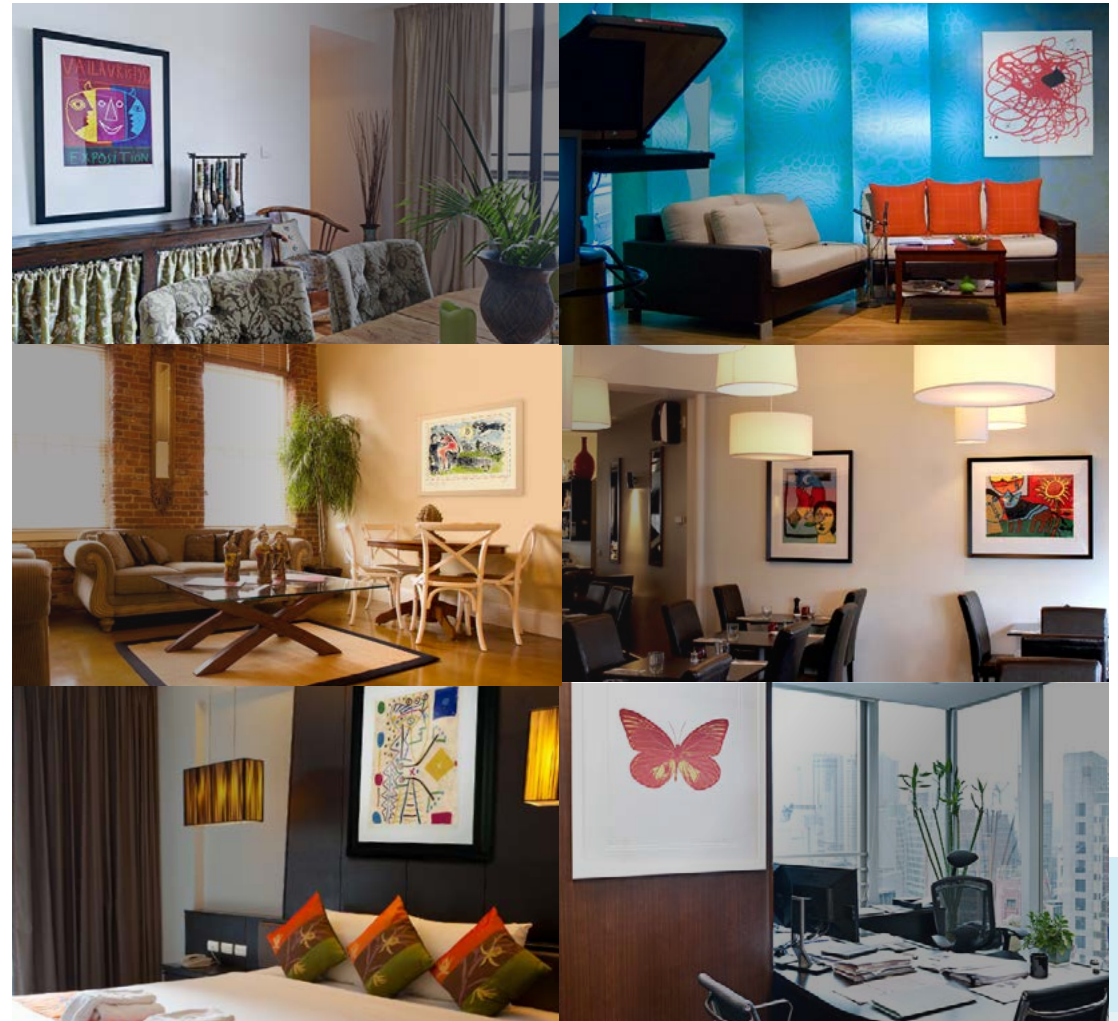
**6. The ability to rotate the collections** as our services are flexible, our monthly payments are extremely competitive and we can tailor a package to suit their needs.

**7. CKI guarantees customer satisfaction.** Our services are all inclusive and Collins & Kent International prides itself on product and customer service that is second to none.

## The Market

CKI Fine Art Rental is able to service just about any corporate environment - here are a few examples of the various sectors

- Law Firms
- Accounting Firms
- Finance
- Healthcare
- Developers
- Film and TV
- Hotel and Hospitality
- Interior designers
- Architects
- Business and office relocation specialists
- Private homes
- Government offices



## The Process

**Prospecting** *You will be required to generate your own leads in the following ways*

- Telephone prospecting
- Networking
- Advertising
- Lead generation through website
- Referral

**Appointment setting** *You will need to set an appointment with the prospective buyer*

- Allow enough time to present
- At least 5 appointments per week is expected
- Qualify to make sure you will be meeting with the decision maker

**At The Meeting** *When you arrive at the meeting you will need to do the following*

- Assess the scope of work – how many artworks etc
- The budget
- The types of artworks required
- The length of contract

**Proposal/s** *Formulate the proposal using the Corporate Rental web access.*

- When the proposal is complete send to Alicia Torres for approval
- Once Approved, send to the client
- Follow up the proposal in a timely manner
- Training will be provided in the use of the CRM and proposal formulation

## Logistical and Administrative Support

- After a successful Sale - The rental agreement is produced with the corporates details and the artworks are itemised which covers details for insurance purposes. The details include are the artists name, title, medium and value.
- The agreement is posted to the client to peruse, sign and return. A copy is countersigned and mailed out with a banking debit authority form. Rent will be deducted from their nominated account quarterly.
- The renter must obtain insurance cover for the artworks and provide evidence (Certificate of Currency) before the artworks can be released.
- An order is then placed with our storage facility to pack and ready the artworks for shipping.
- The artworks are then shipped to a CKI accredited installation partner.
- Administration will liaise with a contact at the company/business the artworks are to be placed for display for a day and time that suits for installation.

### The artworks are then installed and the agreement commences

- The agent then makes contact after 4 -6 weeks to gain feedback and make sure the client is happy.
- The agent then contacts the business in the eleventh month (11) to arrange for the artworks to be uninstalled if it is a twelve (12) month contract. For twenty-four (24) month contracts the COC is then requested for the following period.
- All agreements and documentation relating to anniversary dates will be managed by CKI Rental Department administration





致：  
To

日期  
Date **18 July 2013**

參考編號  
Our Ref.



CATHAY INSURANCE

Since 1985

國泰保險

**Insurance Quotation** In accordance with the information provided, we are pleased to tender our quotation hereunder for your kind consideration:

客戶 Client	保險類別 Risk	Business Package
	承保公司 Insurer	MSIG Insurance (Hong Kong) Ltd
	承保期限 Insurance Period	18 Jul 2013 — 13 Mar 2014
	行業 Occupation	Restaurant - Western

As from 18 July 2013, the following is added in the schedule of policy:

- One Artwork (Diamond Dust Marilyn) HK\$24,000

Excess : HK\$5,000 for each and every loss

Other terms and conditions same as original policy no. [redacted]

**Premium: HK\$ 157.00 (Additional Premium) 441**

\*\* This is a tentative quote only. This quotation may not be served as a total replacement of your existing covers nor to meet your expectations completely. Please contact us if you need further assistance. \*\*

For Cathay Insurance Services Ltd



申請人明白、確知及同意附同重要備註之所有條文。申請人明白、確知及同意國泰保險業務有限公司(「國泰」)藉向保險公司收取的佣金，作為其所提供服務的酬金。申請人同意進行是項保險交易，即構成申請人同意國泰向保險公司收取佣金。 I/We have read carefully the important notes attached and have full understanding & agreement to all the Provisions. I/We hereby confirm that we have appointed Cathay Insurance Services Ltd ("Cathay") to handle the above insurance cover with immediate effect. I/We understand that no cover will be attached unless & until this quotation is accepted by the insurer applied for. I/We understand that Cathay is remunerated for its services by the receipt of commission paid by insurers. My/Our agreement to proceed with this insurance transaction shall constitute my/our consent to the receipt of commission by Cathay.

Contact Person: \_\_\_\_\_  
Tel No.: \_\_\_\_\_  
Effectuated from: \_\_\_\_\_  
Authorized Signatory + Co. Chop  
Dated: \_\_\_\_\_

香港灣仔摩利臣山道5-9號天樂廣場二十八樓  
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