A 3D graphic of an open book with a blue cover and white pages. The pages are slightly curved, giving it a sense of depth and movement. The text "ART CONSULTANT CAREER GUIDE" is printed in white capital letters across the center of the open pages.

ART CONSULTANT CAREER GUIDE

**CORPORATE ART FORCE**  
1400 VAN BUREN ST NE SUITE 175  
MINNEAPOLIS, MN 55418  
PHONE: 763.567.2200  
[CORPORATEARTFORCE.COM](http://CORPORATEARTFORCE.COM)

*TABLE OF CONTENTS*

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**LETTER FROM OUR PRESIDENT ..... 3**

**ABOUT CORPORATE ART FORCE ..... 4**

**OUR SERVICES AND CAPABLITIES ..... 5**

**THE CORPORATE ART MARKETPLACE ..... 6**

**OUR PROCESS ..... 7**

**TRAINING AND SUPPORT ..... 8**

**COMPENSATION PROGRAM ..... 9**

**NEXT STEPS ..... 10**

## LETTER FROM OUR PRESIDENT

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This career guide will hopefully give you an understanding of the opportunity that I believe is extraordinary for prospective Art Consultants with Corporate 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 dominate players in the industry we are already considered a leader.

Our staff at Corporate Art Force has the background 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 Corporate 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

## ABOUT CORPORATE ART FORCE

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We were formed in September of 2009 following an asset acquisition by our parent company General Finance and Development, Inc. As part of the acquisition we employed a full service staff, including **expert Corporate Art Consultants**, and a **craftsman level Production Team** and client relationships with many Fortune 500 companies.

In January of 2010 we made the decision to base our business in the Northeast Minneapolis Art District to be strategically located in the heart of the art community in the Minneapolis - St. Paul Metropolitan Area. In April of 2010 the space we occupy in the historic Van Buren Building was prepared and at our grand opening event, **City Councilman Kevin Reich recognized us as the largest “arts based” employer in the district.**

So far we have delivered over **12,000 pieces** to over **1,100 clients** for more than **2,000 projects** in **35 different states** and we are already positioned as the leader in the United States for turnkey art procurement services.

## OUR MISSION AND VALUES

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In the beginning months following our inception, the team at Corporate Art Force began the process of formulating the Values and Mission that has become the foundation for our future.

### OUR MISSION

The mission of Corporate Art Force is to become the premier source of artwork nationally. We achieve this through creating environments that effectively translate our client’s identities with artwork and other visual elements.

### OUR VALUES

Our Clients  
Financial Responsibility  
Integrity  
Personal & Professional Growth  
Teamwork  
Respectful Communication

## OUR SERVICES

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Corporate Art Force provides turnkey art procurement services to organizations nationwide. Our team of seasoned art professionals is the best at:

- **Brand Alignment:** Helping you select the artwork that perfectly aligns with your style and brand, giving you centralized control over your corporate image.
- **Art Fulfillment:** Providing the standardized logistical process needed to select, procure, frame, deliver, and install that artwork where needed, so you can stay focused on your business.
- **Cost Efficiencies:** Delivering all of the above with the best pricing by leveraging our expertise of best practices, volume buying, and economies of scale in production.

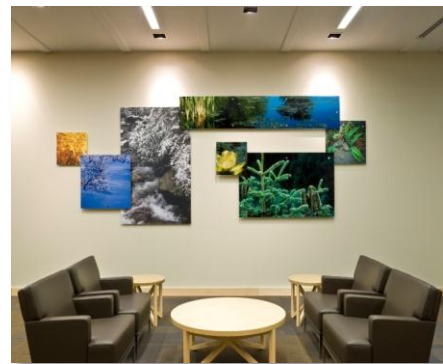
Corporate Art Force effectively implements a complete solution that exemplifies an organization's business objectives and values, while enhancing the experience for your clients and employees.

## OUR CAPABILITIES

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As the premier source of artwork nationally, we excel at efficiently guiding our clients through all the stages of the art procurement process. We have the capabilities to provide the services to thoroughly fulfill the unique needs of each stage. Corporate Art Force's capabilities include:

- Brand Alignment
- Art Procurement
- Graphic Design Services
- Large Format Printing
- Online Project Rooms
- Custom Framing
- Shipping & Delivery
- Nationwide Installation



## THE CORPORATE ART MARKETPLACE

The market for our services is extensive. The research we 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. For example:

- Large National Organizations
- Local and Regional Organizations
- New Construction, Moves, Downsizing, Expansions, Rebranding and Restructuring



## OUR PROCESS

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Our standardized processes and centralized purchasing systems make procuring wall décor a simple and painless experience for our clients. We are easy to do business with because we align with all buying processes, including integrated or automated purchasing systems. Here is the summary of our process:

1

DISCOVERY

In our Discovery process our experienced Art Consultants begin to understand an organizations needs and along with their brand, mission and values.

2

DESIGN

Our Art Consultants will begin to build a custom art solution based on the information gathered in the discovery meeting.

3

ART REVIEWS

Through a series of Art Reviews, our Art Consultants will present a variety of visual options and finalize selections that will be installed into a space.

4

PRODUCTION

Our Production Team will procure and produce the art, framing, and any other visual elements that were approved in the review stage.

5

INSTALLATION

Our Installation Team will securely pack, deliver and install the artwork on time and according to the agreed installation plan.

6

MAINTENANCE

Our entire organization remains a trusted partner that can assist our clients with the continuing needs of maintaining an art collection.

## TRAINING AND SUPPORT

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We created the **Corporate Art Force Success Institute** with the objective of **Maximizing the Human Potential** of every individual who participates in the education and training sessions.

You will learn **Success Principles** 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** education and training is lead by our own staff who have extensive experience and qualifications in the field.

We 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 and an extensive data base of existing clients and prospective clients and projects that are identified and managed on an ongoing basis by our Business Development Staff.

Our **Business Development Staff** have successful experience in identifying, pursuing and completing agreements with the largest organizations in the U.S.

**Leadership Support** is provided by your **Lead Art Consultant** who has proven success as an Art Consultant and is your main report person and mentor.




## COMPENSATION PROGRAM

The compensation program for our Art Consultants is designed to **allow for unlimited earnings**. In the beginning a draw is provided that is intended to evolve into full commissions earned on revenue generated.

A **Flex Marketing Account** is established and company contributions are based on a percentage of sales revenue.

Company contributions to health insurance are also provided.

A **Consolidated Compensation Statement** is generated at the middle and end of each month that details all client invoice amounts, payments, compensation credits, flex marketing contributions and deductions, health insurance, etc.

CONSOLIDATED COMPENSATION STATEMENT												
Name: Art Consulty												
Pay period	9/1/2010 - 9/30/10											
										-----Adjustments-----		-----Commission-----
Personal sales										Estimated Partner		Gross
Client:	Invoice:	Inv Date:	Invoice Amt	Paid Amt	Date Paid	Sales Tax	Split	Misc.	Net	Rate	Comp	
NEWCO	52846	9/5/2010	5,158.16	5,158.16	09/13/10				5,158.16	10%	515.82	
	52878	8/19/2010	115.00						0.00	10%	0.00	
	52882	8/23/2010	4,375.90	4,375.90	09/20/10				4,375.90	10%	437.59	
	52955	9/29/2010	5,151.50							10%		
	52947	9/22/2010	5,151.50						0.00	10%	0.00	
ABC, Inc.	2307		169.97	169.97		12.24			157.73	10%	15.77	
XYZ Corp	52829	7/30/2010	1,735.42	1,735.42	09/27/10	115.42			1,620.00	10%	162.00	
	52884	8/23/2010	945.00	945.00	09/20/10				945.00	10%	94.50	
	52893	8/30/2010	133.38	133.38	09/20/10				133.38	10%	13.34	
	52898	8/31/2010	11.82	11.82	09/20/10				11.82	10%	1.18	
	52868		524.33	524.33	09/06/10				524.33	10%	52.43	
	52548		645.08	645.08	09/06/10	42.91			602.17	10%	60.22	
	52849		477.17	477.17	09/06/10				477.17	10%	47.72	
	52867		512.17	512.17	09/06/10				512.17	10%	51.22	
RBC Dain	52877	8/19/2010	2,972.30	2,972.30	09/21/10				2,972.30	10%	297.23	
	52916	9/16/2010	3,614.84						0.00	10%	0.00	
Widget Co	52843		2,906.45	1,453.22	09/03/10	193.31			1,259.91	10%	125.99	
	52851	8/6/2010	6,441.72	6,441.72	09/24/10				6,441.72	10%	644.17	
	52869	8/14/2010	5,197.00	5,197.47	09/24/10	352.47			4,845.00	10%	484.50	
	52883	8/20/2010	2,429.34	2,429.34	09/24/10				2,429.34	10%	242.93	
	52885	8/23/2010	273.55	273.55	09/24/10	18.55			255.00	10%	25.50	
	52869	8/14/2010	5,197.00	5,197.47	09/24/10	352.47			4,845.00	10%	484.50	
	52883	8/20/2010	2,429.34	2,429.34	09/24/10				2,429.34	10%	242.93	
	52885	8/23/2010	273.55	273.55	09/24/10	18.55			255.00	10%	25.50	

## *NEXT STEPS*

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If you believe you have the background and characteristics necessary to be successful as an Art Consultant with Corporate Art Force please submit your resume to Sharon Gray, Director of Human Resources and Administration.

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