

Wanna be a Rock Star

2012
PPSC Convention

Bobby Carlsen Presents:

“The Psychology of a Great Portrait Sale”



Sponsored by:



Join Bobby (Ph.D., Cr. Photog., CPP, F.Ph.) for this presentation that's all about the psychology of the sale. how to overcome client objections, read body language and what YOU can do to be in control of the sales session. Drawing upon his Ph.D. in psychology, Bobby will teach you how to strategically and proactively maximize the dollar amount of each portrait sale by outlining some key psychological concepts to use with your clients. If you want to earn more money from each session you photograph, then you definitely don't want to miss this class.

“Bobby is an international award-winning what photographic artist who specializes in designing original works of art that represent his clients with emotion and honesty. Bobby opened his Danville, VA studio in 2005 and has quickly become the area's premier photography studio. The Bobby Carlsen Photography Studio is widely known not only for its excellent customer service, but also for Bobby's cutting edge imagery that captures the essence of his subjects. His studio fosters an environment where clients become friends; this connection he makes with his subjects is evident throughout his work and has become a large part of his signature style.

In addition to running his studio full time, Bobby is a popular speaker and travels to speak to other professional photographers around the region. He is actively involved in several professional organizations, including the Virginia PPA and the Professional Photographers of North Carolina, the Professional Photographer of America and in an area coordinator for the non profit organization Now I Lay Me Down To Sleep.

A winner of Honors and awards at professional photographic competitions, Bobby has earned the distinction of Certified Professional Photographer and hold the Photographic Craftsman degree from the PPA. He also holds an M.A. in Experimental Psychology from East Carolina University, and Ph.D. in Psychological Sciences from Virginia Tech.