



Global Toy Conference shows traders how to get customers into their shop

- Conference for traders at Spielwarenmesse on Saturday, 1.2.2014

At the Global Toy Conference at Spielwarenmesse on 1.2.2014, experts discuss "How to Get Customers into Your Shop – Successful Pricing, Presentation and Selling". The conference participants can assemble their own individual programme from the three modules of Pricing Strategy, Product Presentation and Sales Methods. The complete programme includes the following themes and presentations:

Module 1: Pricing Strategy, 09:00 to 11:00

- Christoph Knappik, Vocatus AG: Psycho-Logical Pricing: Strategic Exploitation of Hidden Potential with Pricing Psychology
- Dr. Andreas von der Gathen, Simon Kucher & Partners: Pricing Excellence in the Toy Trade – The Elements for Your Success

Christoph Knappik shows in his presentation how important pricing psychology is and what advantages it brings. He also speaks on how the right price is found and what criteria customers use as the basis for their decision.

Dr. Andreas von der Gathen examines the three elements of pricing excellence. The economist answers the question of the right pricing points and which price architecture is advisable for the range.

Module 2: Product Presentation, 11:30 to 13:30

- Professor Wilfried Leven, Agentur Leven: Shopping as an Experience – How to Make Customers Come Again
- Hans Jürgen Resas, Resas Communication & Design GmbH & Co. KG: Product Presentation to Delight Customers

Wilfried Leven illustrates how customers often feel that shopping overburdens them. The Professor for Business Administration also reveals what possibilities traders can use to make every visit to the shop an experience.



Hans-Jürgen Resas tackles the presentation of products at the point of sale. He provides an insight into successful product presentation with the aid of many best practice examples from all over the world.

Module 3: Sales Methods, 14:00 to 16:00

- Dr. Hans-Georg Häusel, Gruppe Nymphenburg Consult AG: The Fine Art of Tempting to Buy – What the Toy Trade and Manufacturers can Learn from Brain Research
- Ingo Vogel, Rhetoric & Sales Trainer: Emotional Selling – The Toy Sales Assistant as Brand

Dr. Hans-Georg Häusel changes sales and marketing thinking. The well-known brain researcher shows that decisions to buy are made largely unconsciously in the customers' minds and always emotionally. He reveals where the many small subconscious buy buttons are located and how traders and manufacturers can tempt their customers.

Ingo Vogel focuses on emotions. "Customers don't buy products, services or discounts: they buy emotions! First of all, those of the seller – his authenticity, his commitment and passion – then they focus on the product and thus on satisfying their needs," says the successful book author. Vogel shows why only a "complete emotional package" of sales assistant and product can lead to long-term success.

Trade visitors can obtain conference tickets in conjunction with their Spielwarenmesse entrance ticket at www.globaltoyconference.com. The price is graded according to the number of modules booked:

- Booking one module in advance: € 70, at ticket desk € 80
- Booking a second module in advance: € 60, at ticket desk € 70
- Booking all three modules in advance: € 190, at ticket desk € 220

All other information on the 5th Global Toy Conference is available at www.globaltoyconference.com. The conference takes place at Spielwarenmesse from 09:00 – 16:00 on Saturday, 1.2.2014, in St. Petersburg hall, NCC Ost.

Press Information

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spielwarenmesse®

Nürnberg 29. Jan - 3. Feb 2014

Spielwarenmesse

Spielwarenmesse, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,700 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for 72,500 buyers and toy traders from over 100 nations.

Fair date: Spielwarenmesse, Wednesday to Monday, 29.1–3.2.2014