

Porta Westfalica, January 2010

Rodenberg focusses on women-specific events

Having sight on well-funded female target group

Women today are taking approximately 80% of all purchase decisions and indicate for the renovation of the own four walls the tone. Also the selection of a new entry door lies predominantly in female hand. Who wants to win women however as customers, must align the marketing activities to the needs of this best-customers target group. With „the long night of the doors “ the door-panel manufacturer Rodenberg therefore points out now new possibilities to his sales partners, in order to activate the woman in her part as a decision maker specifically.

Long night of the doors for female customers



Women do not only think and act differently than men, they buy also differently and let themselves being led thereby particularly of emotional motives. Their most important motives to buy are beauty, prestige,

luxury and exclusivity. Therefore Rodenberg focuses in all marketing campaigns on an emotional affected sales approach, in order to support the partners actively locally in their advisory activities. From the Premium catalog over the entry door photo book up to the glass and door-panel-sample-case more than forty sales-promoting products are

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at the disposal for the salesmen. Beyond that, women-specific events in the showrooms of the partner enterprises are to provide for additional attention. Already successfully converted by Rodenberg partners is “the long night of the doors”, a new developed event-format with experience-driven product presentation. The range of services aligned to female customers in the evening hours, considers that women set other priorities than men and rather want to be advised personally in things like design, color and style. “The long night of the doors is suitable ideally for the emotional designation of potential buyers and thus for the customer loyalty “, explains Rodenberg sales director Christian



Korfsmeier. “Candle light, piano-music, prosecco, culinary delicacies and door presentations until midnight create a purchasing atmosphere like no normal open

house day can offer.” Beside that effective light-productions on the outside facade and in the showrooms make a relaxing atmosphere. With an additional accentuated light eye-catchers can be produced to lend the attention specifically on the doors, Details and glasses produced on women requirements. From the exclusive Colani-Collection over door-panels with floral design or “Crystallized™-Swarovski Elements” up to models made by the design-principles of “Feng Shui” or easy to clean glass-door-panels the best conditions are offered to the Rodenberg partner, in order to affect the sales conversation positively from the beginning.

At the organization of the evening event the partner enterprise can rely on the comprehensive support by Rodenberg and may take

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as a loan additional door exhibits or the mobile exhibition stand for his own advantage. Further the company offers a great variety of marketing-materials up to entry-door-displays and glass-presentation-racks. During the event the producer recommends further activities like lectures around living and equipment, as well as the involvement of interior designers or Feng Shui consultants.



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