

Porta Westfalica, January 2011

## Rodenberg offers comprehensive sales support Marketing catalogue issued for sales partners

Whoever wants to achieve sustained sales success has to present his range of products and services on the market professionally, continuously and customised to specific target groups. This also applies



to sellers of high-quality front doors. Rodenberg Türsysteme AG supports their clients with a comprehensive marketing programme that has now been entirely reviewed and once more significantly extended. An overview of the current wide range for advertising and sales enhancing measures can be found in the new marketing catalogue. On 44 pages, sales

partners find everything they need for exhibitions and sales talk, as well as support for a successful internet presence.

### “Neutral door homepage” for successful internet presence

The internet has long since become an indispensable source of information for potential front door buyers. Consequently, illustrative and convincing internet product presentation has become increasingly important to every manufacturer. Using the “neutral door homepage” Rodenberg’s sales partners can easily extend their website and improve its attractiveness. “We thus offer each client the possibility to

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integrate Rodenberg's internet pages directly into his own homepage", explains Rodenberg's head of marketing Lars Bultmann. With the "neutral door homepage", the company provides all product pages of the Rodenberg internet site including all scrollable online door catalogues in a neutral way. "This saves our sales partners the trouble of time consuming, costly entering of pictures and product details. What is more, the partner's website is always up to date because of automatic updates in accordance with Rodenberg's own pages", emphasizes Bultmann.

### **Attracting new customers by large-format placards**

Rodenberg is also breaking new ground in marketing by regionally employing large-format placards and is thus counting on one of the most effective and popular form of advertising. "Did you know that poster advertising ranks second in advertising effectiveness?",



mentions Lars Bultmann. "I can't imagine a company's marketing planning without it." For their partner companies Rodenberg has now developed a broad-

based campaign starting throughout Germany at the beginning of 2011. Here, business partners can choose from a selection of eight different eye-catching poster motifs which can be individualised with the partner company's logo and address. Besides ready-made placards Rodenberg offers full management of the poster campaign, suggests suitable locations and handles the booking. "Eye-catching large-format placards

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offer our sales partners good opportunities to increase recognition and thus attract new customers”, Bultmann is convinced.

### **Professional presentation of front doors made easy**

For showrooms to be representative, an attractive presentation system is as important as the product itself. In order to support business partners with the effective and professional presentation of front doors Rodenberg is now offering a new, flexible exhibition system called “EXPO-Concept”. Modern, high-quality aluminium stand construction allows for a variety of setting-up alternatives. No matter if triangular or U-shaped: EXPO-Concept adapts flexibly to any interior space and is set up as fast as it is dismantled. Consequently, a client can exchange exhibits at any time, rearrange his exhibition at his own discretion or showcase with EXPO-Concept at regional trade fairs.

### **Target group oriented marketing promoted**

Market leader Rodenberg is committed to set standards with professional marketing documents. “Our aim is to support our clients actively and efficiently in their consulting work”, confirms Bultmann. In order to enable partners to address different target groups appropriately and thereby raise sales qualities, the company has issued a number of new advertising measures tailored to special customer groups. Successful marketing of the exclusive Feng Shui front door collection for example can rely on a sales enhancing package with coordinated single promotion measures. Besides the Feng-Shui catalogue with enclosed DVD it includes customisable front door displays, eye-catching posters and large-format placards as well as attention-getting advertisements for regional newspapers.

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