

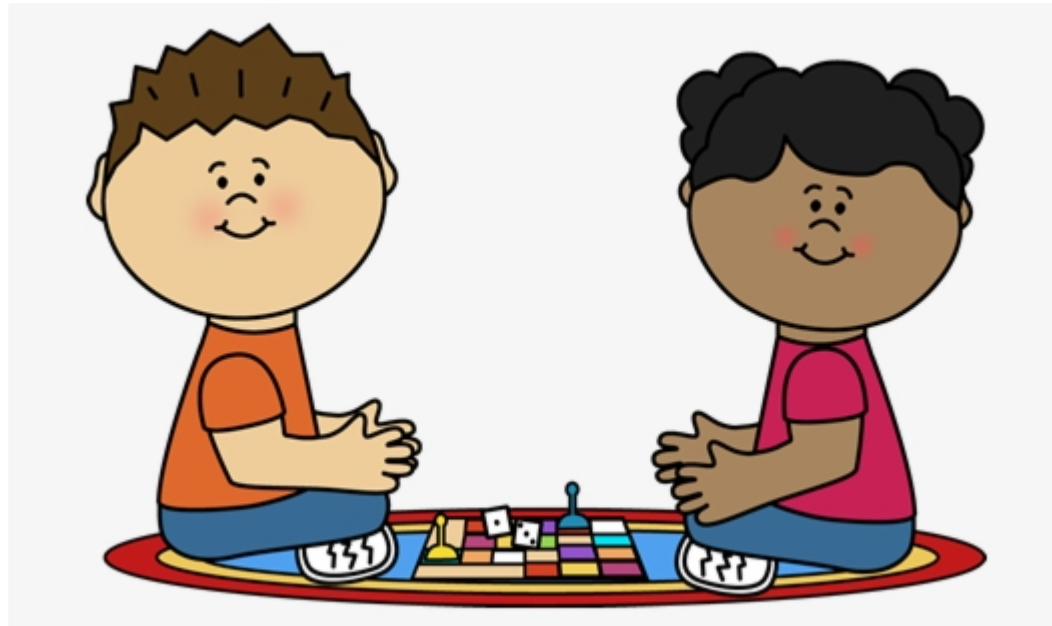
# Won't Somebody Please Think of the Children?

Margaret Rasmussen  
Principal Minion



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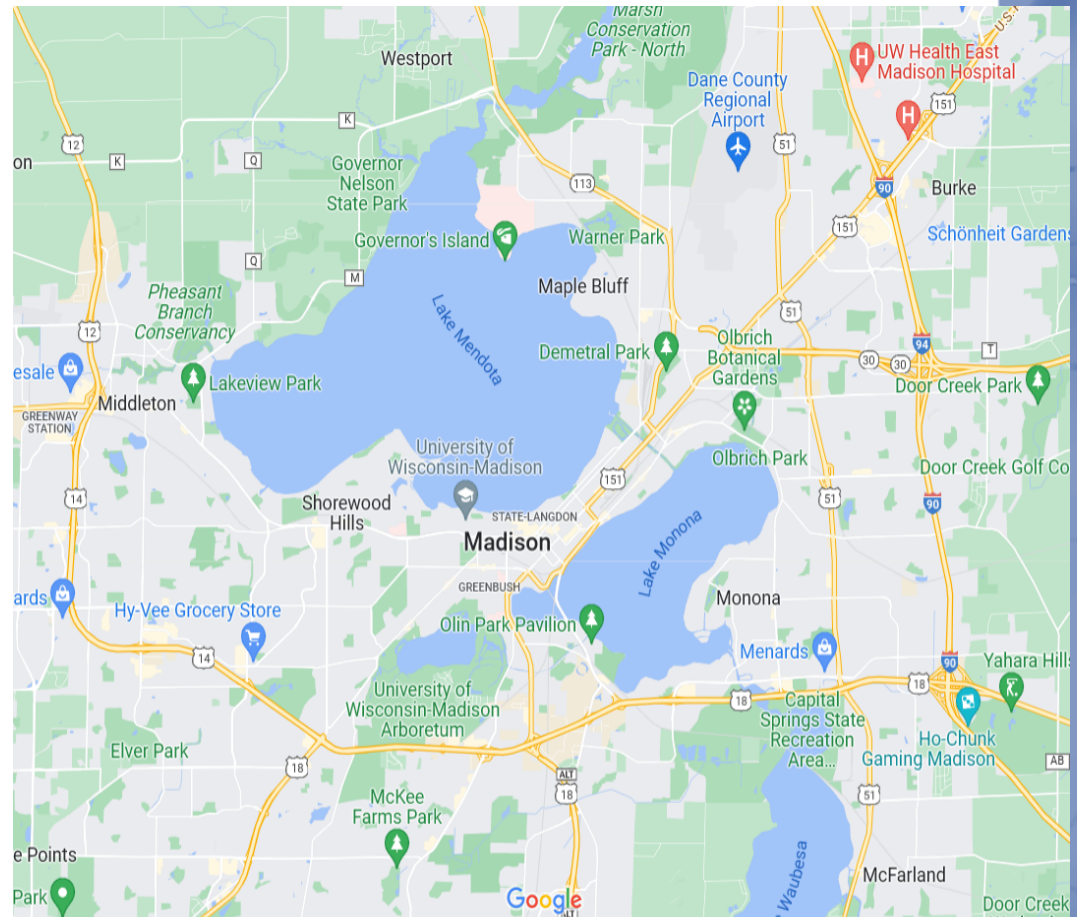
# Grow your own gamer



**Diversification**  
**or**  
**You gotta sell something**

# Madison Area

- 6 Board Game Stores- and they are all good
- 3 Comic Shops
- 2 Used Video Game
- Best Disc Golf in Midwest





# The importance of play

- Board games offer opportunities for early learning. ...
- They get older kids' brains buzzing, too. ...
- They boost their language skills. ...
- They sharpen your child's focus. ...
- They teach the value of teamwork. ...
- They show kids how to be a good loser.
- <https://www.scholastic.com/parents/>
- <https://thegeniusofplay.org/>

# Types of Games & Gamers

- Memory
- Learning
- Cooperative
- Dexterity
- Deduction & Strategy
- The Wiggler
- The Thinker
- Multi-ages

# Memory

- Not only classic flash cards





# Learning

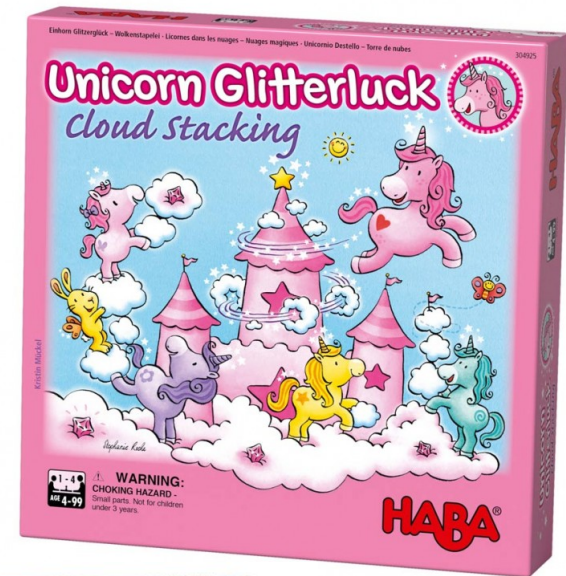
- Shapes & Colors
- Letters & Numbers





# Cooperative

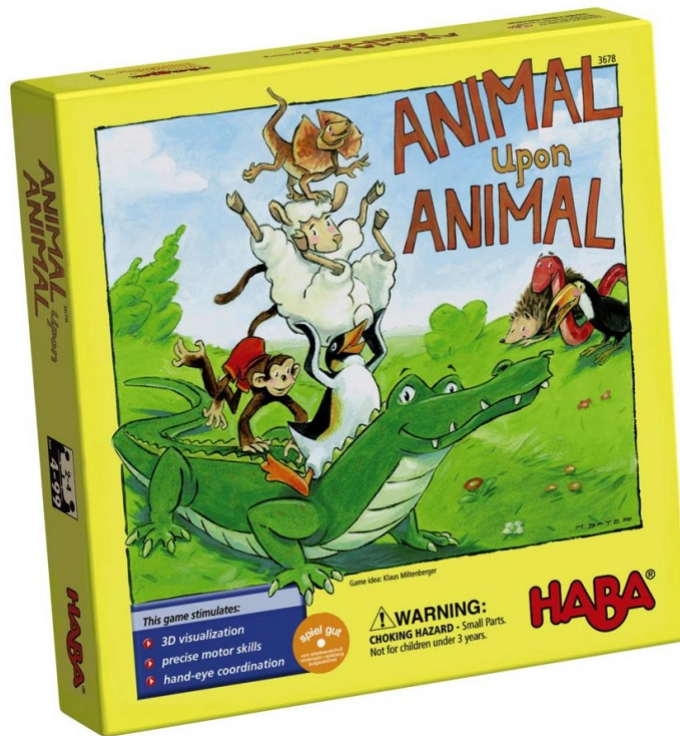
- Patience
- Teamwork





# Dexterity

- Fine motor skills





# Deduction & Strategy

- The next step to growing your own gamer



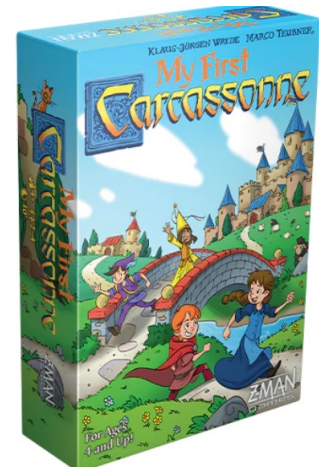


# Type of Gamer

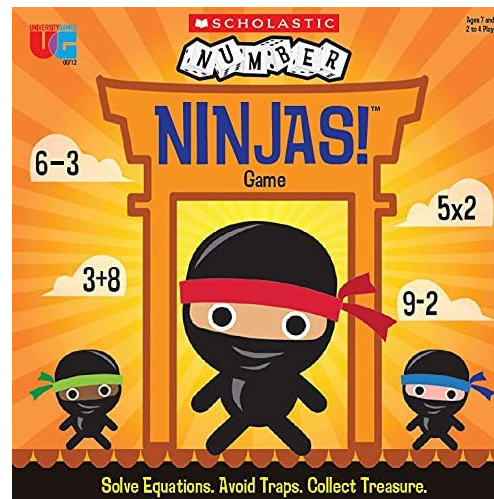
- The Wiggler



- The Thinker

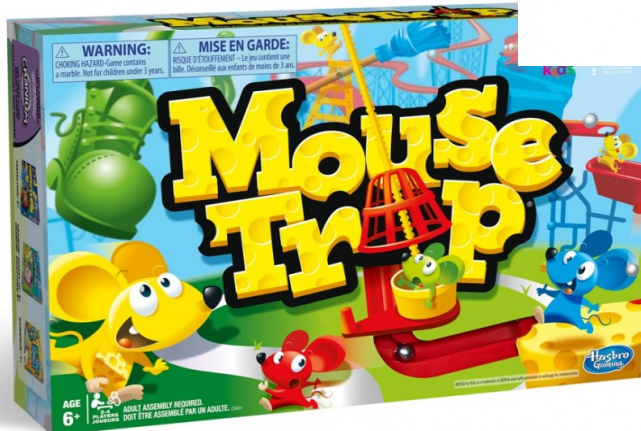
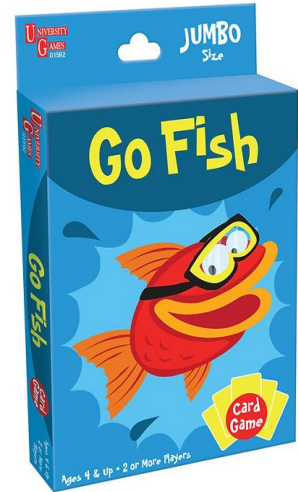


- Multi-Ages





# Don't be afraid of the classics



# Brands

Ravensburger





# Have a Staff Party







# So, how do I order?

- Many through ACD
- Gift trade- ask your current reps for their full line
- I don't order gift trade. Then what? Google it!



**Shhhh...!**

**Don't tell anyone, but I'm going to  
let you in on a little secret.**

**Are you ready....?**



**Things are cheaper online.**

# Don't Be Afraid of the Internet

- Everyone knows it's there.
- Everyone buys from Amazon. You do!
- Yep, some people only care about price.
- If you think you need to compete on price, or are actively doing so, then you are only inviting customers who are looking for price.  
***They are the worst customers.***
- Customers want to buy local or want it now

# Don't Be Afraid of Target

- If your local Target or Barnes & Noble is selling games, that's a good thing for you.
- Their employees don't have the knowledge. You should be ***their*** first referral.
- A specialty or boutique store is expected to have higher quality products at a higher price.
- Have unique brands

**Embrace your quality. Celebrate it. Be elite.**

















# Thanks!

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