



PETER KAISER

PRESS RELEASE

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„WE BOOST YOUR SALES“

PETER KAISER supports retail partners with a dedicated sales campaign

The renowned shoe brand PETER KAISER sets new standards in sales promotion by supporting retail teams at the point of sale (POS). With an innovative concept, the aim is to strengthen the motivation and engagement of customer advisors from retail partners on the sales floor, increase sales, and enhance brand awareness. Under the title "WE BOOST YOUR SALES," the concept combines five measures, including personal communication, modern training methods, and attractive customer promotions.

Personal appreciation and motivation – After Work with PETER KAISER

A special highlight is the 'After Work Bag,' personally presented to store sales staff by PETER KAISER sales representatives. The elegantly designed bag, featuring PETER KAISER Prosecco and premium branded glasses, invites retail employees to discover the collections and brand values of PETER KAISER in a relaxed atmosphere.

PETER KAISER Academy – Training at the highest level

Through the 'PETER KAISER Academy,' the company introduces an app-based training platform that provides interactive and flexible education for individual employees. Topics such as brand philosophy, product knowledge, and sales techniques are taught using innovative learning methods. Successful completions are recognized with a 'PK Diploma,' enhancing personal motivation.

Sales competition

An accompanying competition encourages additional engagement: with attractive rewards, such as gift vouchers, retail staff are motivated to actively promote PETER KAISER products. Regular feedback sessions ensure the continuous improvement of this initiative.

Brand experience at the point of sale

Another initiative is the additional incentive for retail employees who wear PETER KAISER shoes at the point of sale. This authentic presence not only enhances brand awareness but also enables the sales team to advise customers based on personal experience.



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Attractive promotions for end customers

To engage directly with customers, PETER KAISER offers limited-time promotions featuring gifts such as credit card holders or goody bags. These campaigns are supported by social media, newsletters, and POS materials, enhancing customer loyalty.

"With this comprehensive concept, we aim to establish a lasting connection with the sales team and the customers of our retail partners," explains Managing Director Jürgen Cölsch. "Our focus is on personal appreciation, state-of-the-art training technology, and creative sales promotions to position PETER KAISER as a leading brand in the market and to provide innovative support to our partners in selling our products."



With the After Work Bag from PETER KAISER, the personal appreciation of the retail staff from partners is brought into focus.



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Interactive training at the highest level with the PETER KAISER Academy.

About PETER KAISER

With a history dating back to 1838, PETER KAISER is one of the oldest and most prestigious women's footwear brands in Europe. PETER KAISER represents understated luxury in perfection – from the cut to the finish. Exquisite materials meet first-class craftsmanship and a distinctive style. Inspired by the trend of "Quiet Luxury," the collections of PETER KAISER focus on the timeless elegance, combined with contemporary and sporty accents. Since December 2023, PETER KAISER has been a brand of CAPRICE Schuhproduktion GmbH & Co. KG, a company of the Wortmann Group.

Press contact

PETER KAISER

A brand of CAPRICE Schuhproduktion GmbH & Co. KG

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