

## Zusatzumsatz mit Geschenkkideen

Zu Weihnachten gehören Geschenke dazu, aber es gibt Strategien, daraus ein lukratives Ganzjahresgeschäft zu machen.



...

@Y]hYf'XYg'K cf\_g\cdg' A UW\Yb'G]Y'≠fY'K UfY'ni a ' ; YgW\Yb\_  
k Uf'⌘gYZ'F UbYhVUi Yf'"8Yf'8]d`ca 'A Y]ghYf!: `Y]gW\gca a Y`]Yf']gh  
]b'XYf'@YVYbga ]hhY`VfUbW\Y`\_Y]b'I bVY\_UbbhYfz'k Uf'Yf'XcW\`&\$  
⌘\fY`Ub[ 'VY]'GdUf#HUb b'ZØf'XYb': `Y]gW\j Yf\_Ui Z'ni ghAbX]([ "'⌘  
gY]bYf'DYbg]cb'UfVY]hYh'Yf'bi b'U`g'J Yf\_Ui ZghfU]bYf'ZØf'X]Y  
@YVYbga ]hhY`U\_UXYa ]Y"'9]b'Y]hYbX'YfnÄ`hY'F UbYhVUi Yfz'XUgg  
GdUf'j cf'⌘( '⌘\fYb'a ]h'XYa 'J Yf\_Ui Z'j cb'; YgW\Yb\_\_ÖfVYb  
Ub[ YZUb[ Yb'\Uh'i bX'X]YgYg'; YgW\ÄZi]bbYf\U'V'\_ØfnYghYf'NY]h  
YI d`cX]Yfh 'gY]"

K i fXYb'; YgW\Yb\_\_ÖfVY'ZfØ\Yf'ZØf'gU]gcbU'Y'5b`ÄggY'i bX'⌘ V]`UfY  
\_cbn]d]Yfhz'[ Y\Y'Yg'\Yi hY']a a Yf'a Y\f']b'F]W\hi b[ ' ; YgW\Yb\_Y

ZØf`U`Y`5b`ÄggY` `k`cVY]`XUfUi`Zni`UW`hYb`gY]ž`5b[`YV`chY`]b  
i`bhYfgW`jYX`]W`ghYb`DfY]g`U[`Yb`ni`a`UW`Ybž`Ui`W`\_`Y]bYfY  
DfÄgYbhY`i`bX`A`jHvf]b[`gY`ni`\_`fY]YfYb`i`bX`X]Y`8Y`\_cfUh]cb`XYa  
5b`Ugg`YbhgdYfW`YbX`ni`[`YghU`hYb`"J`Yf`\_Ui`Zgi`bhYfgh`Ø`hYbX`gY]`Ygž  
Y]b`:`ch`Vi`W`Ubni`ZYfh][`Ybž`]b`XYa`XYb`?i`bXYb`k`jY`]b`Y]bYa  
?UhU`c[`X]Y`J`jY`ZU`h`Ub`:`YgW`Yb\_]XYYb`dfÄgYbh]Yfh`k`j`fX"  
F`UbYhVUi`Yf`VY`hcbhY`]b`X]YgYa`Ni`gUa`a`Yb`Ub[`ž`XUgg`X]Y`]a  
K`cf`\_g`cd`j`cf[`YghY`hYb`?ØfVYž`8Y`\_cfUh]cbgi`hYbg`]Yb`i`bX  
bUhØf`]W`Ui`W`U`Y`6Y][`UVYb`VY]a`:`Y]gW`Yfj`YfVUbX`Yf`Ä`h`]W  
g]bX`\_`Y]f`VY`\_ca`a`h`a`Ub`U`Yg`Ui`g`Y]bYf`<UbXž`U`gc`Ui`g`Y]bYf  
Y]bn][`Yb`6Yni`[`gei`Y`Y"

5i`ZX]Y`fU[`Yž`k`Ufi`a`a`Ub`ØVYf`Ui`dh`YgW`Yb\_]Y]bg`Gcfh]a`Ybh  
Ui`ZbY`a`Yb`gc`hYž[`]Vh`Yg`Y]bY`FY]`Y`[`i`hYf`fØbXYž`Y]f`Y]b`dUUf  
XUj`cb.`Y]b`YgW`ÄZ`h`a`j`h`YgW`Yb\_]XYYb`V]YhYh`XYb`?i`bXYb`Y]b  
9f`YVb]g`i`bX`Ub]a`jYfh`ni`Ni`gUhY]b`Äi`ZYb`";`YgW`ÄZ`hg]b`UVYf`i`bX  
A`jHuFVY]hYf`\_ØbbYb`?fYUh]j`j`Ä`h`Yb`hk`]W`Y`bž`Ui`Z`gdYn]Y`Y`DfcXi`\_hY  
Ui`Za`Yf`\_gUa`a`UW`Yb`i`bX`?ca`dYhYbn`j`Yfa`j`hY`b"

B`YVYb`XYb`\_`Ugg]gW`Yb`5b`ÄggYb`k`jY`K`Y]bUW`hYbž`C`ghYfb`c`XYf  
;`YVi`fhghU[`Y`gc`hY`Yhk`U`Ui`W`Ub`?i`bXYb`!`i`bX  
A`jHuFVY]hYf[`YgW`Yb\_]Yž`DUfhm`i`bX`66E`!;`YgW`Yb\_]Yž`YgW`Yb\_]Y  
ZØf`?c`Y[`Ybž`fYi`bXY`i`bX`J`Yfk`UbXhY`[`YXUW`h`k`YfXYb`"8Ya  
XYYb`fY]W`hi`a`ž`bYi`Y`5b`ÄggY`ni`\_`fY]YfYbž`g]bX`YXYb`ZU`g`\_Y]bY  
;`fYbnYb`[`YgY`h`h"

.

6Ygi`W`Yb`G]Y`i`bg`Ui`Z.`ZY]gW`i`bXW`U`h