

## AMA-Lukullus 2025: Die Würfel sind gefallen

Mit der Vergabe des AMA-PoS-Lukullus Awards werden vorbildliche Verkaufsgeschäfte gewürdigt.



AMA Lukullus © AMA Marketing

: i f XYb '5A 5!DcG!@i \_i ``i g 'k i f XYb 'VY] 'YXYa 'XYf': ]bU`]ghYb nk Y] i bUb[ Ya Y'XYhY 'GhcfY!7\YW\_g 'Ub i bhYfgWk ]YX`]Wk Yb HYfa ]bYb 'Xi fWk [ YZ \ fh" 8 ]d`"! : `Y ]gWk gca a Y`]YfYž

GYa ]bUfVUi Yf]b i bX 'J ]nY[ f] ``k Y`ha Y]ghYf]b '>Ybb]ZYf'; fi VYf gck ]Y : `Y]gWk Yfa Y]ghYf +b[ "'H\ ca Ug '6Yf[ a Ubb 'j cb 'XYf' < H@

Zi f @Y VYbga ]hhY`hY Wk bc`c[ ]Y '< c``UVfi bb 'VYgi Wk hYb 'X]Y
6Yhf]YVY']a 'Gca a Yf'i bX 'ghUfhYhYb']\fYb 'Yk Y]`][ Yb '7\YW\_'a ]h
Y]bYa 'Ubcbma Yb 'HYgh\_Ui Z"'9]bY 'DfYggk i fghgYa a Y``a ]h
GUi Yf[ Ya i gY'k i fXY'[ YcfXYfhž'U`hYfbUh]j 'XUni ž'gcZYfb'\_Y]bY
DfYggk i fgh']a '5b[ YVch'k Ufž'Y]bY'GYa a Y``a ]h'DUghfUa ]"'6Yi fhY]`h
k i fXYb 'XUg'J Yf\_Ui Zg[ YgdfUWk 'gck ]Y 'X]Y '6YUfVY]hi b[ 'XYf
6YghY``i b[ "

 $8\,Ub\,UWX\,^ck\,\,i\,\,fXY\,^cUb\,^cVg\,^c?\,f]hY\,f]Y\,b\,_UhU\,^c\,[\,\,g\,^cX\,]Y\,^cDfUgY\,b\,hUh]c\,b$ 

XYf:: f]gWXZY]gWX!i bX:: Y]b\_cghl6YX]Ybi b[gh\Y\_Y: 'U`gc Yhk U'X]YGWX`]WXhi b[ž'X]Y'DfcXi \_hei U`]hUhž'X]Y'CfXbi b['i bX'GUi VYf\_Y]hž X]Y'5i gnY]WXbi b['i bX'5i g`cVi b[' 'Yf\cVYb"'6Y]a 'G6!: `Y]gWX! i bX'!K i fghk UfYbgcfh]a Ybh'k i fXYb'Gcfh]a YbhgVfY]hY'i bX'!h]YZY gck ]Y'fY[]cbU`Y'i bX']bhYfbUh]cbU`Y'GdYn]U`]hUhYbž'H]Yfk c\`!ž; i hYg]Y[Y`!'i bX'6]c!5b[YVch'i bX'j]Y`Yg'a Y\f'VYk YfhYh'' 6YgcbXYfYg'5i [Yba Yf\_'k i fXY'Ui Z'X]Y'?ca dYhYbn'XYg JYf\_Ui ZgdYfgcbU`g'i bX'X]Y'dfcZYgg]cbY``Y'?i bXYbUbgdfUWXY [Y`Y[h'

## Jca : `Y]gWXYfZUWX[YgWXUZh'V]g'ni a < mdYfa Uf\_h

8]Y 'Ui ZVYfY]hYhYb '9f[YVb]ggY'k i fXYb'j cb'Y]bYf'9I dYfhYb'1 fm i VYfdfi Zhi bX'VYk YfhYhž'i bX'gWX`i ggYbX`]WX'k i fXYb'X]Y; Yk]bbYf'Yfa ]hhY`h'': i f'VYgcbXYfY'@Y]ghi b[Yb'Ua 'Dc]bh'cZ'GU`Yk ]fX'XYf'5A 5!@ \_i ``i g']b'Z bZ'? UhY[cf]Yb'j Yf[YVYb'''6Y]'XYb: `Y]gWX!i bX': `Y]gWXk UfYbUVhY]`i b[Yb']a '@9<']gh'XYf'@ \_i ``i g'Ui ZXfY]'; fc»Yb\_UhY[cf]Yb'VYgWXfUb\_h''HY]`bY\a Yb'\_cbbYb; YgWXUZhY'a ]h'V]g'ni '-\$\$'a &ž'V]g'&"\$\$\$'a & i bX'i VYf'&"\$\$\$'a & JYf\_Ui ZgZUWXY''Ni XYa 'k YfXYb'X]Y'VYghYb'5A 5!; Ybi ggfY[]cb: `Y]gWXYfZUWX[YgWXUZhY'i bX'X]Y'VUi Yf`]WXYb'8]fY\_hj Yfa Uf\_hYfa ]h'XYa 'VYghYb': `Y]gWX!i bX': `Y]gWXk UfYbUb[YVch Ui g[YnY]WXbYh'

@YVYf\_ÀgY`XØbb`[YgWXb]hhYb`| 'XU``Zchc'? Àgk i fgh'| 'XU``Zchc''

## @i\_i ``i g ZØf 5A 5!: `Y]gW YfnYi [ b]ggY

8 Yb @ \_i ``i g ZØf 5 A 5!nYfh]Z]n]YfhY: `Y]gWX YfnYi [b]ggY []Vh Yg`\Yi Yf`ni a `Xf]hhYb A U`" 5a `K YhhVYk YfV'bY\a Yb Ui ggWX`]Y» `]WX `DfcXi \_hY `hY]`ž'X]Y `XYb `?f]hYf]Yb `XYg 5 A 5!;; i hYg]Y [Y`g cXYf XYg 5 A 5!6]cg]Y [Y`g YbhgdfYWXYb" +b 'Y]bYa j ]Yfghi Z][Yb `DfcnYgg k YfXYb X]Y 5 A 5!@i \_i ``i g!DfY]ghfU[Yf [Yk U\`h" 5a '9bXY YbhgWXY]XYb X]Y '?cbgi a Ybh]bbYb i bX ?cbgi a YbhYbž'k Yf XYb `DfY]g a ]h bUWX < Ui gY 'b]a a h" DYf @cg k i fXYb `Ui g XYf VfY]hYb `DU`YhhY `XYf : `Y]gWXYfnYi [b]ggY X]Y `nk Y] '5fh]\_Y`[fi ddYb `? UgYk i fgh 'i bX `@YVYf\_UgY `\_U`hž Xi bb Ui Z[YgWXb]hHYb `[Ync[Yb"

± XYf nk Y]hYb Ghi ZY YfZc`[ hY Y]bY 5i gk U\`XYf DfcXi \_hY bUW cV Y\_h]j Yb ?f]hYf]Yb Ui g XYa 5A 5!; i hYg]Y[Y`! Vnk "5A 5! 6]cg]Y[Y`!Gcfh]a Ybh" 8 UbUW hfUZY]bY 9I dYfhYb ¼ fmY]bY J cfUi gk U\`"8 UVY] k i fXYb Ub\UbX Y]bYg ghUbXUfX]g]YfhYb GYbgcf]\_!GW Ya Ug X]Y : `Y]gW k UfYb Ubcbma ]g]Yfhj Yf\_cghYh" 8]Y VYghYb XfY] DfcXi \_hY 'Y ? UhY[cf]Y gW UZZhYb Yg ni a 'j ]YfhYb i bX `YhnhYb GW f]hhZni f'J Yf\_cghi b[ 'Xi fW ?cbgi a YbhYb" Fi bX %\$\$ DYfgcbYb VYi fhY]`hYb X]Y Ui g[ Yk U\`hYb DfcXi \_hY '\]bg]W h`]W ]\fYg 5i ggY\YbgZXYf ?cbg]ghYbnZXYg ; Yfi W g i bX ; YgW a UW\_g" 8 Yf 5A 5! @ \_i ``i g [ Y\h'Ub XUg DfcXi \_h'a ]h'XYf VYghYb ?cbgi a YbhYbVYk Yfhi b[ "

## 9ZZ]n]Ybn'i bX'DfY]g!@Y]ghi b[g!JYf\U`hb]g']a : c\_i g

5``Y`Bca]b]YfhYb`k YfXYb`ni f`ZY]Yf`]W\Yb`; U`U!J YfUbghU`hi b[`Ua` %&"'Bcj Ya VYf`&\$&) `Y]b[Y`UXYbž`X]Y`DfY]ghfU[Yf`gY`Vgh`V`Y]VYb UVYf`V]g`ni a `GW\`i gg`Y]b`; Y\Y]a b]g"`A Ub`XUfZ'U`gc`[YgdUbbh gY]bž'k Y`W\Y`6Yhf]YVY`X]Y`VY[Y\fhY`Hfcd\UY`Yf\U`hYb`k YfXYb"

6 Y qi W Y b 'G | Y 'i b q 'U i Z 'Z Y | q W i b X W c "Uh