

# STARTER PRODUCT GUIDE

Convincing new customers to walk into your store is the first step, but once they're in, a great conversation can turn their interest into action. There are all sorts of fantastic ways to encourage sales, and activities to run, but in the beginning, it pays to practice the well-tailored recommendation.

Some open-ended questions you could ask:

## **“What do your friends collect?”**

Most gamers think about getting into Warhammer because their friends, relatives, and colleagues are already gaming, and they'll want to play with them eventually. For example, recommending a Warhammer 40,000 Start Collecting! box to someone with friends who collect Space Marines and the T'au Empire can spark a friendly rivalry that leads to the entire group growing their collections.

## **“What fantasy or sci-fi franchises are you into?”**

Films, TV shows or video games can be a great indicator of where a person's passions may lie. Maybe they mention a fantasy series like The Lord of The Rings™. Or it could be tanks, or perhaps medieval knights? Knowing something about their interests can help guide you to suggest a starter box that shares the traits or themes they enjoy. If they feel a sense of pride and ownership in their choice, they're more likely to stick with it.

## **“What sort of gaming or modelling have you done before?”**

You'll find entry points for all different skill levels and ages in our ranges. Starter sets with push fit models, quick-start rules, and paint sets for beginners are designed to ease someone into the Warhammer hobby. Experienced modellers might be ready to jump into larger, more challenging projects to showcase their skills. The way they answer this question should give you some valuable insight into what might be engaging without overwhelming them.

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Here are some categories of bundled boxes you might recommend for different types of customers:

## Starter boxes at various price points and targeted levels of skill



Warhammer 40,000:  
Dark Imperium



Warhammer 40,000:  
Know No Fear



Warhammer 40,000:  
First Strike



Warhammer Age of Sigmar:  
Soul Wars



Warhammer Age of Sigmar:  
Tempest of Souls



Warhammer Age of Sigmar:  
Storm Strike



Warhammer Underworlds:  
Beastgrave

These are all fantastic entry points for someone who wants to get into the Warhammer hobby. They contain everything you need to start playing, including two opposing forces, so they're easy to share with a friend. Plus the scaling price points offer increasing levels of value depending on their commitment level and starting budget.

## Painting starter sets



Stormcast Eternals + Paint Set



Nighthaunts + Paint Set



Intercessors + Paint Set

Each box includes easy-to-assemble miniatures and the paints an aspiring hobbyist needs to complete their first models and see how they like it.



Warhammer 40,000 Essentials Paint Set



Warhammer Age of Sigmar Paint & Tools Set

Both of these boxes are robust offerings designed to work with the 'starter boxes' products listed above.

## Low-price point miniature samplers

These sets are identified by icons in red in the lower left corner, or green in the upper right corner. The models push together with no glue, so the eager hobbyist can get a great result, very quickly. They allow someone to gain a bit of confidence building models and quickly add new units to an existing collection.



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**Getting Started with Warhammer 40,000**, and **Getting Started with Age of Sigmar** These magazines are set at an impulse-buy price point and include articles about painting, modelling, and gaming plus some lively stories to get acquainted with the rich background of the Warhammer universes. They each come packaged with a push fit model to whet a budding hobbyist's appetite. They make ideal introductions for someone with limited experience and casual interest.

You can find examples of all of the products we just mentioned in The Best Sellers Foundation range.

Some other solid starter products include:

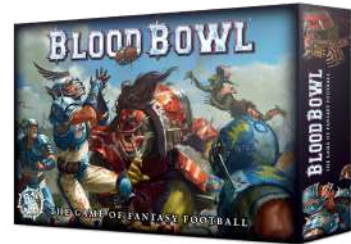
## **The Start Collecting! army boxes for Warhammer 40,000 and Warhammer Age of Sigmar.**

These are also great for experienced hobbyists starting a new faction or adding to their existing forces.



## **Blood Bowl – the game of fantasy football.**

Contains everything they need right in the box. It's quick to play and a lot of fun with friends. Other teams and expansions are added all the time if they want to keep things fresh.



## **Warhammer Quest: Blackstone Fortress**

This is a boxed board game, including the board tiles, tokens, dice, and miniatures they'll need to play. Based in the Warhammer 40,000 universe, there are also expansions available to add new models and side quests to the main storyline.



















## **The Lord of the Rings™: Battle of Pelennor Fields**

The starter set for the Middle-earth Strategy Battle Game.



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When recommending products, it's important to consider the complexity of the modelling and painting (Craft) and the rules and mechanics (Game). This handy diagram should help you pick a product designed to suit the needs of your potential customer.

CRAFT COMPLEX ▲ ▲ ▲ CRAFT SIMPLE				 <b>THE HORUS HERESY™</b> <b>Forge World</b>
			 (Advanced)  (Advanced) 	
		 	 (Standard)  (Standard) 	
		 	 DARK IMPERIUM  SOUL WARS BLOOD BOWL	
		 Starter Products  Starter Products		
	<b>GAME SIMPLE</b> ▶	▶	▶	<b>GAME COMPLEX</b>