



## TOYFRIEND SALES MANUAL

### ABOUT TOYFRIEND

Toyfriend is a Swedish design company founded in 2009. One of the founders, Eric Kalen, was the product designer as well as one of the co-founders of LELO. He has been called 'the Philippe Starck of sex-toys' by Elle France. We are based in Sweden and China.

### THE IDEA



The basic idea with Toyfriend is to offer products with great design and function and materials with a strong and modern brand at a reasonable price level. We want to reach customers and sales locations that would maybe normally not accept the idea of buying/selling a vibrator as well as be part of developing and improving the existing adult toy market by offering products targeted at first time buyers/young buyers and building a positive and fun-filled atmosphere around the idea of vibrators and the use of sex-toys.



Traditionally the products in the low to mid-price range have been of quite poor quality material-wise and have lacked any type of brand identity or image. We believe that there is an opportunity both for the industry as a whole and the individual shops in particular to improve sales and image and profitability by offering the first time buyers a good and positive option that will make the customer come back for more and upgrade to more expensive or advanced toys as well as “spreading” the word to friends and colleagues that there are toys (Toyfriends) out there that both feel good, look good and have a positive attitude as well as being affordable. We believe that giving more consumers a good first experience with their sex-toy is vital to building the sex-toy market of the future and this will benefit us all.

## **THE CONCEPT**

We want to tickle both the mind as well as the body. That’s why we create a family with 15 different “characters” divided into 4 generations, all with different personalities, designs, colours and functionalities.

This creates a positive choice for the consumers, and also a start point for a thought process and discussion not focused on the private parts, but on what shape and colour and size and personality the consumer prefers.

This concept works really well and is understood instinctively by end-consumers, but as the traditional sex-toy retail industry is more used to focus on individual products and their functions than brand concept and presentation it is important and often necessary to introduce and explain the idea to buyers and shop staff.

If we manage to introduce this well one of our Toyfriend sayings is definitely true:

**“You Never Forget Your First Toyfriend!”**

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## THE PRODUCTS

Currently there are four generations of Toyfriends, each with a different idea and target group.

**The Original Toyfriends are the first generation:**



The Original Toyfriends are Bunny, Cute, Mystic, Rebel and Sunny . They are great value toys at a low price with adorable design and simple functionality that are easy and fun to play with. The target consumer is the first-time user/buyer and gift buyer. As this is a toy aimed at a non-experienced user the focus is on a fun and non-offensive looks, simple functionality, small and discreet and very smooth and nice material as well as low noise. The Original Toyfriends are great first sex-toy that will give the consumer a positive introduction to sex-toys and make them come back again and buy bigger, stronger and more expensive toys at a later stage.

The Original Toyfriend line is very important to Toyfriend and our concept. We need to convince the retailers that it is important to sell good-quality toys to the first-time buyer that is not willing to pay 100 or more USD for a sex-toy. The Originals are ideal to carry in their range to sell to this type of consumer as it will create a positive first impression of sex-toys and make the consumer come back again.



**The Rocket Toyfriends are the second generation:**



The Rockets are Curvy, Wavy, Cheeky and Starlet. They are medium-sized and are designed for inside use but can of course also be used externally. They also have a choice of two speeds and three pulsation modes. The Rockets are aimed at a more experienced consumer that wants a stronger vibrator with more functions and inside use. The Starlet has an especially strong vibration and is also suitable for G-spot stimulation and is one of the best-selling Ticklers.

If you are introducing the Toyfriends to a buyer or staff in a shop or sending a sample to a potential retailer we recommend that you use a Starlet to begin the introduction or send as first sample unless you know that another product is more suitable.

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The Power Toyfriends are the third generation:



The Power Toyfriends are Bubbly, Coney, Nosy and Seti . They are bigger than the Rocket Toyfriends and are designed to create a variety of options. Most importantly, the shapes all flexible silicone in the heads, which makes them follow the body and adapt to the pressure the user is applying. They have the same functions (two speeds and three pulsation modes) as the Rockets but are more specialized. If you only see a picture of a Power Toyfriend it can be difficult to understand how it can be used, and this can be a difficulty when you are introducing or selling the product to a retailer, so we will go through these one-by-one:

- Bubbly has a lot of flexibility in the neck which means that the balls on the top can be used externally and can also be used internally, both for vaginal as well as anal stimulation.
- Coney has soft and flexible ears that can be used for clitoral, labia and nipple stimulation as well as be inserted. The nose can cover the clit as the ears cover the labia.
- Nosy has a big "head" with a very strong pulsation, and has a flexible but quite stiff "neck". This makes it great for external (press the "head" against clit and labia) stimulation, semi-insertion (insert the "nose" a little and keep the "chest" against the clitoris) stimulation as well as G-spot (insert the head upwards and press down according to preference and the nose will hit the spot) stimulation.
- Seti has very strong vibration in the shield and tip and a flexible neck. Great for clitoral stimulation as well as entry-point stimulation - insert the "tip" and let the shield cover the labia. The flexibility in the silicone will make the head adapt to the body.



The Extended (or Double) Toyfriends are the fourth generation:

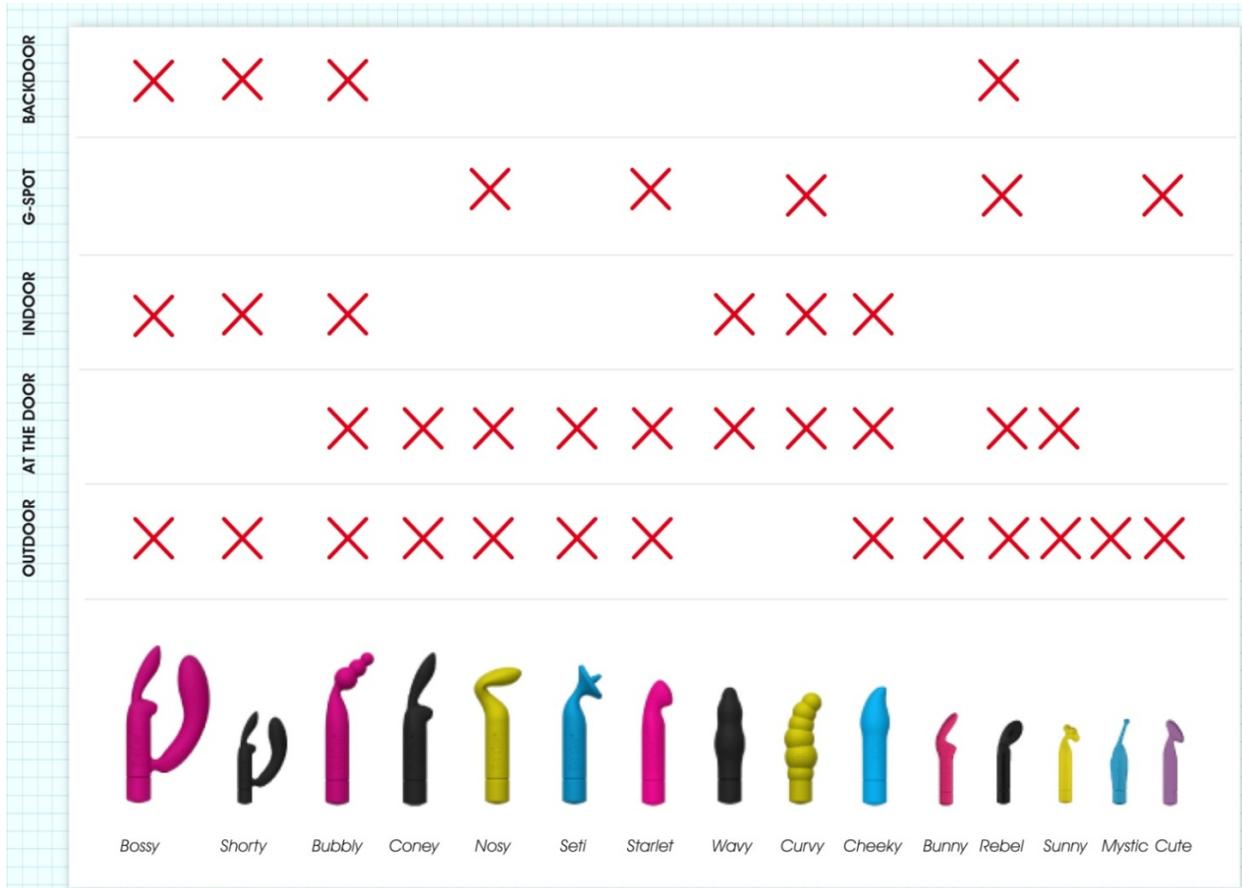


Bossy and Shorty are the fourth line of Toyfriends. They are designed for both inside and outside stimulation at the same time. They are also designed to attract attention to the other Toyfriends by their interesting shapes. Bossy has two speeds and three pulsation modes just like the other 'bigger' Toyfriends, but Shorty only has one speed like the other 'small' ones.

More detailed info and technical specifications about the individual products can be found on the Tickler Product sheets available in the Media Archive on [www.toyfriend.us](http://www.toyfriend.us)

We have created a guide-line with ideas for how the different Toyfriends can be used and what they are suitable for that can be of assistance for retailers as well as end-consumers, we call it the 'Toyfriend Usage Chart', here it is:

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## SELLING TOYFRIEND

As Toyfriend is a new brand on the market as well as a new concept with products that do not look like 'normal' sex-toys the selling in process can be demanding and time consuming sometimes. Remember that many retailers in this industry are not used to working with concepts or a product range, but are used to only look at an individual product and compare it to similar products in the same price/function range, so it is not always easy to explain the advantages of working with Toyfriend.



On product level the sales points we want to focus on are (please let us know immediately if you think of some new ones!):

- Swedish Design
- All body-safe silicone
- Best super-smooth touch of the silicone on the market
- Completely waterproof
- Quiet
- Unique colourful look
- Modern, contemporary packaging
- One-year manufacturer warranty
- Great gifts (especially the Originals)
- Comes with display stand included (easy for the shops)
- Can stand on flat surface or hang or rack

On a brand level (why carry Toyfriend in your shop(s)) we think that these are important sales points (again, please let us know your ideas!):

- Toyfriend is a new brand but the people behind it, especially Eric Kalén has a proven background of creating the strongest brands on the market.
- Toyfriend's concept and brand is designed for the changing market and for new types of consumers.
- The Toyfriends have been a best seller in the stores that carries the full line compared to other products in the same price range.
- Unique, colourful products and images that help make the shops look good.
- Toyfriend supports the retailers with POS material and easy display solutions.
- Toyfriend supports web-shops with great images and an increasing amount of material for web-retailers.
- All retailers have access to the Media Archive on [www.toyfriend.us](http://www.toyfriend.us)
- All Toyfriend products have a one-year warranty – any consumer return can be exchanged for a new one from where you bought it (please ask your admin people if you are unclear on how this works).
- Product Range and Sales Material will be continuously updated – Toyfriend is here for the long-term.
- Toyfriend can support in store activities and promotions.
- Store Locator.



## WHAT TO SELL

These tips and ideas are mainly for sales to retailers with physical stores.

First of all, we recommend always sending the “Toyfriend Retailer Schoolbook” to the potential customer when you first contact them, and follow up that they have received it and read it. We have found this to be a very useful tool that helps explain the concept that Tickler and the products are designed to function as ‘a family’. If you take one Toyfriend away from the others and look at it alone it loses a lot of its attraction. The colours and different shapes and sizes are much stronger as a whole.

Of course we would want every retailer and store to carry all the Toyfriends in their shop, but we also understand that for many retailers this is impossible due to lack of space etc.

At times a new retailer will ask for one of each product to sell to see what works best. Sometimes they will ask for one each of one generation, for example the Originals. Sometimes they will ask for one product only.

Here we strongly recommend not accepting an order for one each for example from a new retailer. Instead we recommend proposing that they order a few each of the best-sellers so that they can be shown better and stronger in the shop. We know that the Toyfriends will sell if they are displayed together and in a good way as they have a strong visual impact. So instead of accepting an order of one of each for example (15 products) persuade the buyer to take 3 Bunny, 2 Rebel, 3 Starlet, 2 Cheeky, 2 Bubbly and 2 Coney (or Nosy) for example. When that mix is displayed in the store it will look much better and sell much better and you will have a re-order in no time!

Of course there can be many different situations and variations on this scenario, but it is important to remember that lonely products do not sell, whether there is only one each or only one type.

This of course does not apply to web-shops or reorders.



## **DISPLAYS**

To have Toyfriend products that can be touched and felt on display in the shops is also very important for the sales, and without it the reorder will take a lot longer to come. All Toyfriend products come with a small display stand in the box, so it is very easy for the retailer to display if he/she has a display product.

There is also POS material complementing the product, such as 'Touch Me I Wanna Be Your Toyfriend' signage for example and similar communication that supports the stores and consumer.

We think that any physical shop that sells Toyfriend should also have a product displayed as this will increase sales a lot, and we support you in providing these free samples/testers. Please check with your sales manager on what to send and what the policy is regarding samples and testers to retailers.

## **SALES FOLLOW UP**

It's of course very important to follow up continuously with your customers to see how they are doing, building a relationship and push them to re-order. But it is of course easier if you have an excuse to call... The POS-material and the samples/testers are a great excuse to call and check. The signage may break or get dirty or start looking a bit old, the tester may stop working or they may run out of product folders etc. Toyfriend will make sure that you always have fresh POS and more sales material to send so that you always can have a good question to ask and new stuff to send when you visit/call the customer.

## **SOME FREQUENTLY ASKED QUESTIONS**

- **Where are the Toyfriends made?**

The Toyfriends are designed in Sweden and produced in Toyfriend's own factory outside Shanghai, China.

- **What materials are the Toyfriends made of?**

The Toyfriends are made in super-smooth body-safe phthalate-free silicone. They are 100% safe to use and are very easy to keep clean. Many manufacturers nowadays claim to use "medical-grade silicone" which is most often not very true. As there is no official testing standard for vibrators all Toyfriend products are tested in accordance with the FDA standard for silicones used in food production, cooking, storage and eating which ensures that there is no chemical leakage or allergenic ingredients. All Toyfriend products are also CE (Product safety) and RoHS (Recyclable) approved.



- **I have contacted a retailer and they say they have sold Toyfriend before but the product did not sell/was not good. What do I do?**

Ask them what they think the problem was. Most likely they have taken in a few Original Toyfriends at an early stage. Often they did not like the product because it was too small/not powerful enough. Explain that the current products have been improved and also that there are now stronger and bigger Toyfriends with more functions (Rockets, Power Toyfriends and the Extended Toyfriends). The Originals are intended for first-time buyers that may have been the wrong target group for their shop. With the new ones and a wider range it will for sure do good. Give them a special price on their re-try order and make sure to send a Starlet as free tester for them!?

- **Why do they use normal batteries, why is it not rechargeable? Isn't that bad for the environment?**

No. If the batteries are disposed of in a proper way when changed this is not the case. All Toyfriend products can be taken apart and each component/material separated when recycled. A rechargeable vibrator normally uses a Lithium-Ion battery (same as a mobile phone) that is stuck inside the product and also uses unique chargers that add to the mountain of chargers in the world.

- **Can I use my Toyfriend in the shower or in the bath?**

Yes, absolutely, all Toyfriends are 100% waterproof. Sunny for example loves going to the beach and Curvy is often seen sweating in a Sauna after a hard nights partying.

- **Can I use my Toyfriend with a lubricant?**

Yes, but make sure it is a water-based lubricant and not silicone based as a silicone based lubricant can harm the surface.

- **How do I clean my Toyfriend?**

You can use a toy-cleaner but warm water and soap also works fine.

## **COMMENTS AND FEEDBACK**

All the information and ideas in this document is based on information gathered from people selling Toyfriend. If you have any tips, trick, comments, ideas or feedback that you want to share and can help sell more Toyfriends and make more people happy please let us know! Send your input to Johan on [ja@ticklervibes.com](mailto:ja@ticklervibes.com)

Thanks and Go Toyfriends!