



SEYDEL SALES PARTNER

Dealer Handbook and Sales Guide



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SEYDEL SALES PARTNER

HOW TO SELL HARMONICAS SUCCESSFULLY.



Tips from the oldest harmonica company in the world.





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SEYDEL-SALES-PARTNER

Dealer Handbook and Sales Guide

“Which type of harmonica do I need?”

When a customer is looking for a harmonica, you should determine the type of music he or she wishes to play so that you can direct that customer to the correct type of harmonica.

Many interested customers do not know about the wide variety of harmonica models which often leads to buying one that looks nice but then is dropped into the drawer after a short while because it does not sound as expected or is ineffective for playing a certain type of music.

Harmonicas come in many different shapes and sizes that differ not only from their sound but also from their “fields of application”.

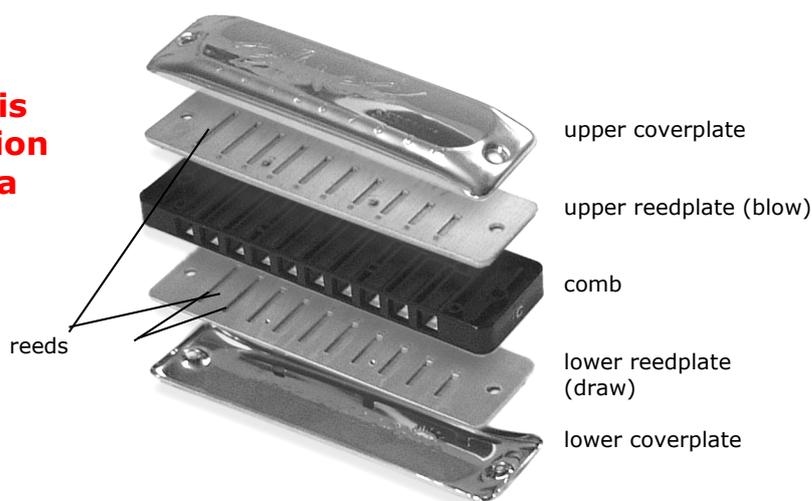
This handbook is designed to inform sales staff about the different types of harmonicas available so the customer will walk away with the right harmonica. A happy customer is more likely to be a return customer!

In the first chapter all harmonica types and models are introduced in detail. The second chapter includes a collection of selling arguments for daily use during a sales talk. The third chapter gives suggestions for the types of harmonicas you should keep in stock in your store.

Please take your time to carefully read through this handbook – the information presented here provides a good basis for successful selling conversations.

Best wishes

The SEYDEL Team



Main harmonica components

Chapter 1: Little SEYDEL-Harmonicology

The customer is looking for a harmonica for Blues/Rock or Pop.



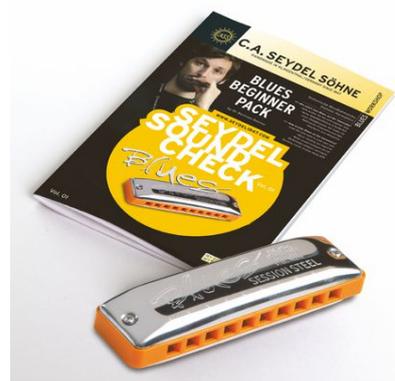
Definition: Single row diatonic harmonica with ten holes (mostly) and tuned to Richter Tuning (often referred to as Blues Harp)

The note layout (in C-major) of Richter-tuned harmonicas:

Richter-octave - accompaniment			Central octave - melody							
C	E	G	C	E	G	C	E	G	C	< Blow
1	2	3	4	5	6	7	8	9	10	
D	G	B	D	F	A	B	D	F	A	< Draw

The largest category of SEYDEL-harmonicas is the Blues harmonica product range. They are suited to play in many styles, e. g. folk music but especially Blues and Rock music. There are many variations of these models such as comb material, coverplate shape, and reed material (brass or stainless-steel). In contrast to the so called Solo-tuning (see below) some notes of the diatonic scale are “missing” in the lower register, namely the 4th and the 6th note of the major scale. This fact can cause confusions for some melody players – but it opens the option for accompaniment and melody playing at the same time with the tonic chord if one blows (e. g. C) and the dominant 7th as the draw chord (e. g. G7).

Starting with the right key: Beginners who are looking for a Blues harmonica can choose from all models of the Blues series. Most tutorial books refer to a harmonica in the key of C – like the Blues Beginner Pack, that contains a high-quality harmonica in the key of C (**Session** (brass reeds) or **SESSION STEEL** (stainless



SEYDEL Blues Beginner Pack

steel reeds) as well as a tutorial book and an online multimedia tutorial.

Blues harmonicas from SEYDEL are available **in all keys**: the standard keys range from G to F (a G-Harmonica sounds nearly one octave lower than the F), the F is known to be a high-pitched harmonica.

The most popular keys are

C, G, D, A, Bb, F and Eb.

These represent the basic equipment of a blues harmonica player. Other keys are used less frequently.



The models **1847 CLASSIC & NOBLE** are produced up to High Bb (as well in High A and High G) that are tuned one octave higher than the corresponding standard Bb, A or G harmonicas.

Low-tuned harmonicas from the Blues series are also very popular. With the **1847 CLASSIC & NOBLE** models SEYDEL offers all keys from LF# down to LLE, which is tuned two full octaves lower than the standard E! However the most popular low key Blues harmonicas are Low F (LF), Low D (LD) and Low C (LC).

Beginners can start with an instrument in C – for playing Blues in G or simple melodies in C major. Blues guitar players like playing in E or A and will choose harmonicas in the keys of A (for playing in E) or D (for playing in A). It is important to find out the right key for playing a certain piece.

Therefore this should be the initial question in a sales communication. The customers biggest disappointment is if he would find out that he bought the wrong harmonica for his music, e.g. if he likes to learn to play Blues, but obtained a chromatic or a Tremolo harmonica. On these types of harmonicas **is not possible** to play with the typical bluesy sound because the so called bending notes (pitch bending downwards) are not available on Chromatics, Tremolos, or Octave models.

Choosing the right key in Blues-Music:

Many beginners may not understand the different positions on a harmonica and how they affect the blues sound. The keyfinder tables below can help to find the right key.

Keyfinder-table 1: for playing in **2nd position**, or “Cross-Harp”

Piece in	Cm	Dm	Em	Fm	Gm	Am	B^bm
Harmonica in	B^b	C	D	E^b	F	G	A^b

For playing along to minor pieces the harmonica can be played in the third position (refer to table 2) - alternatively a harmonica specially tuned to **natural-minor** could be offered to a customer – especially beginners prefer this method to play minor because Natural Minor harmonicas can be played in second position like usual and it is not necessary to learn to play in 3rd position. Please note that natural minor harmonicas (eg. G. **SESSION STEEL** nat. min.) are labeled in the key they are usually played in (2nd pos.), like harmonica label: “G” for playing a minor piece in G in 2nd pos.

Keyfinder-table 2: for playing minor-pieces in **3rd position** or “Double Cross”

Piece in	C	D	E	F	G	A	B^b
Harmonica in	F	G	A	B^b	C	D	E^b

Blues Harmonicas and Folky music:

All of the so-called Blues harmonicas are suited for playing melodies in folky style as well (in fact they were developed for this kind of music originally). Ninety-nine percent of all simple folky songs are played in the key that is displayed on the harmonica, so such a player should choose a C-harmonica for pieces in C (and a G for pieces in G, etc.). This is also called playing in 1st position. Since the so-called Richter tuned 10-hole diatonic found her way into Blues and Rock, there are many players who like to learn to improvise the Blues on a harmonica which is usually done in 2nd position.

Selecting the right model:

Depending on the customers’ demands they could choose from cheaper beginner’s models to professional harmonicas...but keep in mind that a beginner should not start on the cheapest model available. We discourage beginners from starting on the cheapest “far-east” model. These “instruments” are generally poorly made, not airtight, and difficult to play. Even advanced players have problems with them. A beginner would only become frustrated. So from the SEYDEL Blues range all models can be played either by beginners as well as by professionals. The improved durability and excellent reed quality of the **1847 series** make learning easier and more rewarding. The extra expense will pay off in the end.

Plastic:

The Blues **SESSION** Standard with its plastic body makes this model also a good instrument to start with. The lip-friendly design and the rounded covers are very ergonomically shaped (LD-F).



BLUES SESSION

The **SESSION STEEL** is the upgrade of the popular model "SESSION". It is equipped with the same stainless steel reeds that come on the higher-priced 1847 series making it last about 5-times longer than a brass reed harmonica (LC-F).



Blues SESSION STEEL



Another model with a plastic comb is the SEYDEL **1847 SILVER** – all models of the 1847-family are equipped with stainless steel reeds exclusively produced by SEYDEL (LC – F).



1847 SILVER



Wood:

The **SOLIST PRO** is more traditionally built: a wooden comb and classically shaped covers. The SOLIST PRO is more user friendly than former wooden harmonicas – all corners are rounded, especially at the mouthpiece openings. The wood is fully sealed and moisture cannot enter the wood – eliminating swelling and warping (LD-F#).



SOLIST PRO

The **1847 CLASSIC** comes with a wooden comb, ergonomically shaped classical coverplates and equipped with SEYDEL's unique stainless steel reeds - tradition meets innovation (LLE-HBb) - our best selling professional Blues model.



1847 CLASSIC



Aluminium:

The **Blues Favorite** is ergonomically shaped like the SESSION but the aluminium body (anodized) makes it a little heavier and gives the harmonica a professional. It is available from low-low keys to high keys (LD-F#, brass reeds).



FAVORITE

The **1847 Noble** is the top model from the 1847-family. It is equipped with stainless steel reeds and a black anodized aluminium body and side vented stainless-steel covers in matt-finish. (large tonal range LLE – HBb = 31 key variants)



1847 NOBLE



Harmonicas with metal combs (aluminium) are thought to play louder and with more overtones – in contrast wood and plastic are regarded to sound softer. This is a subjective impression and cannot be measured. The sound is more influenced by the air-tightness and the shape of the coverplates than by the material of the comb.

Especially High- and Low tuned Blues Harmonicas



The **1847 CLASSIC & NOBLE Low** have a very soft, sonoric and warm sound and can be used for accompaniment (chords or bass lines). A solo played on a Low harmonica can sound like a trombone or even a tuba.



1847 NOBLE Low – LLE – LF#



The comb is 1mm thicker (20%) than usual and cover plates higher than on the usual keys. Both design changes enhance the response and the sound of the very low notes.

The **1847 CLASSIC & NOBLE High variants** fill a narrow niche. These extremely high tuned instruments have a very assertive sound.



1847 NOBLE High – HG – HBb

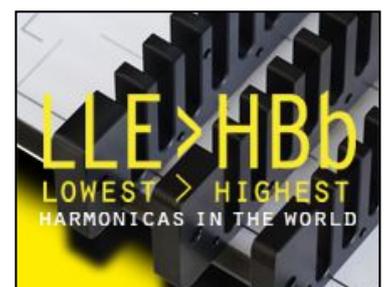


The combs are 1mm thinner than usual which helps to produce the very high notes with a good tonal response of the reeds.

The SEYDEL 1847 holds two world records!

The **1847 CLASSIC** and **1847 NOBLE** with stainless steel reeds are available in 31 different key variants ranging from baritone to the soprano octave.

The 1847 Low LLE is the lowest tuned Blues Harmonica worldwide – the 1847 High HBb is the highest pitched harmonica worldwide.



1847 LIGHTNING - the best Blues Harmonica we ever produced

For the first time the **1847 LIGHTNING** incorporates **polished** Stainless Steel reeds, that guarantee the best tonal response, a well balanced and fat sound and a very good durability.

The **1847 LIGHTNING** come with a shiny polished solid stainless steel comb is a real feast for the eyes and offers a unique playing experience. The **LIGHTNING** is available as well in a set of seven instruments and comes in the most commonly used keys: G, A, Bb, C, D, E and F.



1847 LIGHTNING – set of seven

Brass or Stainless Steel reeds?

The **1847 CLASSIC, SILVER, NOBLE**, the **SESSION STEEL** and the **BIG SIX** are the only Blues harmonicas worldwide available with **stainless steel reeds**, that are characterized by:

- a 5-times improved durability due to stainless steel reeds and rivets (anti-corrosive!)
- high tuning stability
- improved air-tightness due to increased tolerances between reeds and reedplates
- higher volume
- full sound



Among players worldwide the **1847**-models are

regarded to be the best harmonicas available that are playable perfectly “out-of-the-box” (without fine adjustments or tweaking).

The higher price is compensated by the improved durability and usage of anti-corrosive materials for all metal and other parts of the instruments – along with the ergonomic shape these instruments are a real pleasure to play. Please note: Low-tuned reeds on harps lower than Low-C are brass.

Special Blues harmonica variants from SEYDEL

The SEYDEL **BIG SIX** is a ‘condensed’ version of a standard 10-hole harmonica: it has six holes only (2 ½ octaves) two variants available, namely Blues and Folk (reeds, rivets and covers made of stainless-steel).

The BIG SIX is **not a toy**, but “All you need to play the Blues”, as a professional Blues harmonica player stated when he played the BIG SIX for the first time (for dealers we offer a **display of 12**)



BIG SIX – Big Sound

The **BIG SIX PACK**: The **BIG SIX** is also available with plastic combs in six different colors; Keys G, A, Bb, C, D and F.

The SEYDEL **SOLIST PRO 12 STEEL** is a 12-hole diatonic offering new options for playing rhythms and chords as well as if played in octaves. There is an additional lower tuned Richter-chord available in holes 1-3.

The **SOLIST PRO 12 STEEL** offers a bigger tonal range but is compact enough to handle it like a usual 10-hole - with stainless steel reeds (LC, LD, C and A).



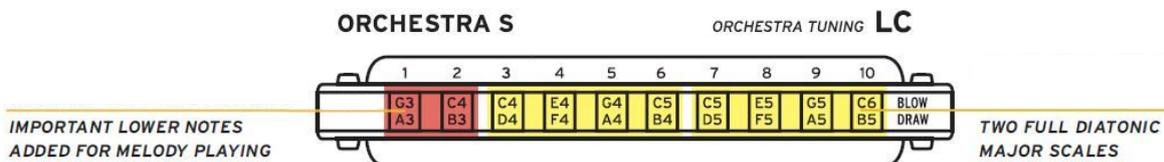
Low Richter + Standard RI
3 + 9 = 12

SOLIST PRO 12 Steel – 2 additional holes

The **ORCHESTRA S – SESSION STEEL Solo** is a very special 10-hole diatonic – it is tuned to Solo-tuning which enables playing melodies (full major scale through a 2 ½ octave tonal range) **without any missing notes** in the lower register. This makes the ORCHESTRA S the ideal melody instrument for playing Folk music or Irish Folk. Due to the Solo tuning a Blues player can improvise easily to minor key pieces and produce a sound similar to a chromatic harmonica (3rd pos.)– important (Blue) notes can be bent down additionally. Also the ORCHESTRA S is the perfect beginner’s instrument for learning the chromatic playing concept (LC, LD, LF, G und A).



ORCHESTRA S



The **ORCHESTRA S** comes as well in a set of five instruments in the most commonly used keys: LC, LD, LF, G and A.



GIVE ME 5

NIMM'S IM TAKE THE BUNDLE



The customer wants a harmonica for playing folk melodies.

Definition: Tremolo and Octave harmonicas (mostly) with two rows of holes.

You can easily differ these kinds of harmonicas because most of them have a double row of holes.

They are not suited to play Blues or Rock music but the perfect choice for folksy music, melodies, and Irish Folk tunes.

On a **Tremolo** harmonica two reeds sound at once – one of them is tuned slightly different from the other giving the typical Tremolo sound (beating sound) reminiscent of the sound of a Bavarian accordion.

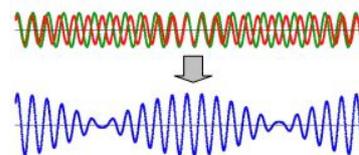
Similarly, on **Octave** harmonicas two reeds sound at once if you play a single note but reeds are tuned to perfect octaves so you get a full and rich sound that is loud enough to stand out in a crowd of singers.

Note layout of our top model the FANFARE S (in C-major, Solo Tuning)

low octave				middle octave				high octave				
C	E	G	C	C	E	G	C	C	E	G	C	<Blow
1	2	3	4	5	6	7	8	9	10	11	12	
D	F	A	B	D	F	A	B	D	F	A	B	<Draw

Three octaves each containing all notes of the major scale are repeated through the full instrument. Other tuning variants use this Solo-tuning as the basis, so most players feel more or less familiar with any related tuning variant.

SEYDEL Tremolo-Models:



Tremolo-principle: how the beating sound is created

The **FANFARE S** with stainless-steel reeds is one of the best Tremolo harmonicas in the market. The design is derived from a Chromatic (see below) which makes the FANFARE S very airtight and a pleasure to play - swelling free acrylic comb, available in many keys.



FANFARE S (Stainless Steel reeds and Solo tuning)





The **SAILOR STEEL** (swelling-free plastic body and 48 stainless steel reeds and stainless steel covers). It is tuned in Tremolo-Richter tuning. There are 24 different notes and it comes in many different keys: C-, D- and G-Major, und A- & E-Harmonic Minor)



SAILOR STEEL (with stainless steel reeds and in Tremolo-**Richter** tuning)

Example in C major

blow	C4	E4	G4	C5	E5	G5	C6	E6	G6	C7	E7	G7												
Hole	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
draw		D4	G4	B4	D5	F5	A5	B5	D6	F6	A6	B6	D7											

The **SKYDIVER** (with swelling-free plastic comb and stainless steel covers and reeds) plays with a very subtle Tremolo and is tuned to Tremolo-Solo-Tuning which is the famous tuning on most Asian Tremolo models (Keys: G, A, C, Db, D)

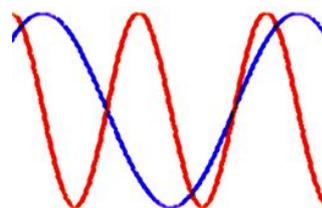


SKYDIVER (with stainless steel reeds and in Tremolo-**Solo** tuning without double notes)

Example in C major

blow	G3	C4	E4	G4	C5	E5	G5	C6	E6	G6	C7	E7												
Hole	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24
draw		D4	F4	A4	B4	D5	F5	A5	B5	D6	F6	A6	B6											

SEYDEL Octave-Models:



Octave-principle: the full octave sound

The SEYDEL **CLUB STEEL** is a traditional octave harmonica with a very ergonomic bent shape (in C, D, F, Bb und G -major and stainless steel reeds).

Due to the Richter tuning these instruments are perfect for playing melodies. If you like to play tongue-block accompaniment the CLUB is the right choice as well, because on a C the full G draw chord is available in the low register.



CLUB STEEL

One of our best instruments for playing folk is the **CONCERTO STEEL**. It has the typical sound of an octave harmonica but is tuned exactly like the commonly used Richter tuning (used in all Blues models).



CONCERTO STEEL

Due to valves this models can be played with little air and improved tone control, making it the perfect choice for loud accompaniment, e.g. in Cajun music.

Less air consumption means a lot especially for a professional player or players with breathing problems. Many keys available: A, Bb, B, C, Db, D, Eb, E, F, HG.

The **CONCERTO STEEL Star 6** with six different keys is the ideal instrument for accompaniment. The keys are derived from the Circle Of Fifth: C, HG, D, A, Bb and F.



CONCERTO STEEL STAR 6



Attaching valves is 100% handwork



Classical music, Jazz or Folk - Chromatic Harmonicas



Definition: harmonica for playing all notes of the chromatic scale by means of a slide mechanism.

Note layout (in C-major, Solo-Tuning):

Slider not pressed

Octave (1)				Octave (2) (Solo)				Octave (3) (Solo)			
C	E	G	C	C	E	G	C	C	E	G	C
1	2	3	4	5	6	7	8	9	10	11	12
D	F	A	B	D	F	A	B	D	F	A	B

Slider pressed

Octave (1)				Octave (2) (Solo)				Octave (3) (Solo)			
C#	F	G#	C#	C#	F	G#	C#	C#	F	G#	C#
1	2	3	4	5	6	7	8	9	10	11	12
D#	F#	A#	C	D#	F#	A#	C	D#	F#	A#	D

Chromatic harmonicas can be played with all the notes of the chromatic scale and are suited to be played in any musical style. All missing notes of any scale can be reached by pressing the slider.

A chromatic is tuned to C-major solo tuning (slider out) – if the slider is pressed the notes are raised one semi-tone and the diatonic scale in C# can be played.

SEYDEL **SYMPHONY** Grand Chromatic:



The **SYMPHONY Grand Chromatic** is the first 16-hole Chromatic harmonica with 64 stainless steel reeds.

The modern instrument is available in two variants (**ALU** or **ACRYL**).

The **SYMPHONY** sets new standards for a full four-octave Chromatic harmonica:

- recessed reedplates
- die-cast aluminium coverplates made of aluminium, special coating
- two mouthpiece variants (trapezoidal or halfmoon)
- two slider variants for any playing situation, can be exchanged within 20 seconds

SYMPHONY Grand Chromatic (top ACRYL below ALU)



The **SYMPHONY** has a well balanced, rounded Sound over its full tonal range.

The little sister with 3 octaves is the **SYMPHONY 48**:

Stable case of the SYMPHONY
(included with all SYMPHONY models)



SYMPHONY
48 CHROMATIC
it's magnetic

The **SYMPHONY 48 has polished** stainless steel reeds and a **newly developed slider** with two repelling magnets that work smoothly like there was a slider spring.

Both SYMPHONY models have an exceptionally good tone control and dynamic sound – both models are on the highest professional level.

SEYDEL **Chromatic SAXONY:**

The **SAXONY CHROMATIC** is a professional chromatic harmonica with unique playing features. available in C Orchestra tuning (in C-major) that starts on the G below the C3. The SAXONY Orchestra plays like a 14 hole chromatic. As well in LE, LF, G, A, Bb and D.



Chromatic SAXONY with matt cover plates

SEYDEL **Chromatic DE LUXE STEEL:**

Chromatic harmonica with stainless steel reeds, durable acrylic comb and halfmoon-shape noutpiece with round openings. This results in a very good airtightness that enhances playability and tone. The **Chromatic DE LUXE STEEL** is available in many different ranging from Bariton (LE, LF) to standard G, A, Bb, C and D; as well in Orchestra-tuning.



Chromatic DE LUXE STEEL

SEYDEL **Chromatic DE LUXE:**

The Chromatic Deluxe has a very smooth-operating slider, fully-valved brass reeds, and a robust, acrylic comb, making it a very airtight, highly playable instrument with a fine, subtle sound. Besides in the key of C the **Chromatic DE LUXE** is available in LC and G.



Chromatic DE LUXE

SAMPLER, one instrument, two built-in keys and three octaves available

Many players love the sound of chromatic harmonicas and they play more or less simple melodies on them without the need to use the slider for getting semi-notes. This type of player often switches between a Tremolo and a chromatic (which can be played with less air).



SEYDEL SAMPLER

new slide lock

The unique **SAMPLER** combines the features of a double sided tremolo (with two built-in keys, e.g. C and G with the nice playing features of a chromatic harmonica.

The slider switches between the keys (e.g. C and G) instead of raising the pitch for a semi-note. The **SAMPLER** therefore represents a new category of harmonicas – it is possible to play melodies in two different keys (solo tuning) or play accompaniment with the three most common chords (tonic, subdominant and dominant). The slider can be fixed in the pressed position with the new slide lock system. Available in C/G, D/A and G/D. The latter is especially suited for playing Irish Folk music in the original keys.

It is also possible to **play minor Blues pieces on the SAMPLER** very easily. Due to its design the most important notes for Blues can be bent down like on a diatonic which is perfect to give some extra soul to a sweet minor Blues improvisation (the SAMPLER is then played in 3rd position, D-minor or A-minor on a C/G SAMPLER.

Practical cases for single instruments or sets

Sooner or later every harmonica player looks for the ideal case for his beloved instruments. SEYDEL offers different solutions that are tailored to fit the demands of any type of harmonica player.



Practical beltbag for Blues models, incl. the Solist Pro 12



Practical beltbag for chromatic models and the SAMPLER and for the SYMPHONY



Gigbag for 12 Blues harmonicas



Gigbag for 6 Blues harmonicas



Hardcase holding for 20 instruments & accessories



Softcase for 14 instruments & accessories



Smartbelt for 8 Blues harmonicas

More cases and accessories can be found on our webpage: www.seydel1847.com.

Chapter 2: Sales Tips For Successful Conversations With Your Customers

“Good afternoon, I’m looking for a harmonica!”

The first thing you should find out is what kind of music the customer likes to play on the harmonica. After that, it is important to find out how much the customer is willing to spend on an instrument.

A cheap harmonica is not a good choice for beginners or professionals. A high-quality instrument plays better and encourages beginners to play more and get further more fast.

If a customer is not sure about what he likes to play and looks for an instrument to “play a little bit for him or herself” perhaps to play at the campfire a usual diatonic from the Blues series will serve well.

The most simple way to make such a customer happy is to offer the SEYDEL Blues Beginner Pack. In addition to including a high quality instrument (the **Blues SESSION** or the **SESSION STEEL**) there is a detailed tutorial and a CD provided with sounds and a multimedia learning software. The package is a great gift idea, too!

The same type of customers could also buy an even better instrument from the 1847 family (e. g. an **1847 CLASSIC** or **SILVER**) – the advantages for these are:

- it is more easy to learn on a higher quality instrument
- the materials used is high-grade, giving the instruments a very professional look
- better sound due to better production tolerances (less air consumption = less exhausting playing and better tone control)
- extended durability especially with the **1847-series**
- absolutely anti-corrosive and therefore easily cleaned, maintained, and an overall good investment

The “Blues guy”

If a customer already decided to learn Blues on the harmonica or he is a player already who likes to check out a new model we recommend instruments from the Blues series with stainless steel reeds (**1847 CLASSIC/SILVER/NOBLE/LIGHTNING** and **SESSION STEEL**). They make a real big difference for the player.

Besides the very comfortable handling advantages are: a fuller and more dynamic sound, very good airtightness and an improved durability. At this point the customer should be clear about the key he requires for his music.

On the keyfinder tables given in chapter one you can find a good aid for finding the right key. Harmonicas from all other makers and some SEYDEL models have reeds made from brass but SEYDEL's models from the **1847**-series and the **SESSION STEEL** are equipped with stainless-steel reeds that guarantee an improved durability with high tuning stability that will compensate the higher price. If a customer is already playing the harmonica you can use the following arguments in a sales conversation:

- optimal reed set-up "out-of-the-box" for easy bending notes ("Bending" is the essential technique for playing Blues on the diatonic)
- very good tone response and absolute airtightness
- anti-corrosive materials for all metal parts
- quality wooden combs, completely sealed with food-safe finish, to eliminate swelling.
- Excellent tuning stability of the stainless steel reeds
- Full spare part assortment and outstanding customer service
- All parts are assembled with screws for easy maintenance (no nails)
- Very good response of the overblow notes, even on lower key models (overblows allow the player to play all missing notes of the chromatic scale on a ten-hole harmonica.)

After a long journey to find the best harmonica for their performances. many professionals worldwide, like e.g. Grammy award winner **Charlie Musselwhite** or **Mark Hummel** our 1847 models with pride.



Charlie Musselwhite

Folk music / Folkly style

If a customer likes to play melodies in folkly style and he complains about "missing notes in the lower register" on a Richter-tuned diatonic the solo-tuned **ORCHESTRA S** will be a good choice.

You could also show them the **SKYDIVER**, the **SAILOR STEEL** or the **SAMPLER** or the **FANFARE S**. The two latter named require very little airflow and are good choices for people who may experience difficulty with shortness of breath.

The advantages for the **Tremolo-FANFARE S** and the **SAMPLER** are:

- ergonomic mouth piece that can be played more comfortably compared to a double row mouthpiece of other models – reaching single notes is much easier
- due to the improved airtightness the tone response is much better and they can be played with an improved tone control and much less of air consumption – just pure fun to play
- available in many different keys

If a customer with the intention of playing folk(y) music prefers the full sound of an octave harmonica (two notes tuned to perfect octaves sound at once), SEYDEL offers the **CLUB** or the **CONCERTO**.

During a sales conversation you might use the following facts to point at the **CONCERTO** model (similar argument like with the Tremolo-Fanfare):

- Nice and loud sound can be produced with less air-consumption – improved tone response and control – more fun to play
- Available in many different keys
- Richter-tuning to play melody and accompaniment at once (using the tongue block technique)

Chromatic harmonicas

If a customer looks for a chromatic instrument (e.g. he likes to play from the sheet) we can recommend the “upper middle class” **Chromatic DE LUXE** or the even better **Chromatic DE LUXE STEEL**:

- nice sound and very good tone control
- smooth operating air-tight slide system
- outstanding customer service – all spare parts available
- maintenance work can be done directly in the Klingenthal factory for a reasonable price (reed replacement, fine tuning, valves, slide repairs, etc.)
- many keys and special tunings available from stock

The best choice for ambitious customers or professional players is the **CHROMATIC SAXONY** with stainless steel reeds that clearly outreaches the Chromatic Deluxe concerning durability, dynamics, airtightness and sonority.

A very interesting variant for melody players is the **SAMPLER** that mixes many features of a chromatic with those of a diatonic – the SAMPLER is a solo-tuned harmonica with two built-in keys (e. g. C /G) and three full octaves tonal range – with the slider the player can switch between the

keys instead of getting the notes of the chromatic scale – the **SAMPLER** is the ideal instrument as well for accompaniment and melody playing – it is suited for Blues in minor keys and the most important notes can be bent like on a diatonic while the sound is that of a chromatic harmonica.

The harmonica as a gift

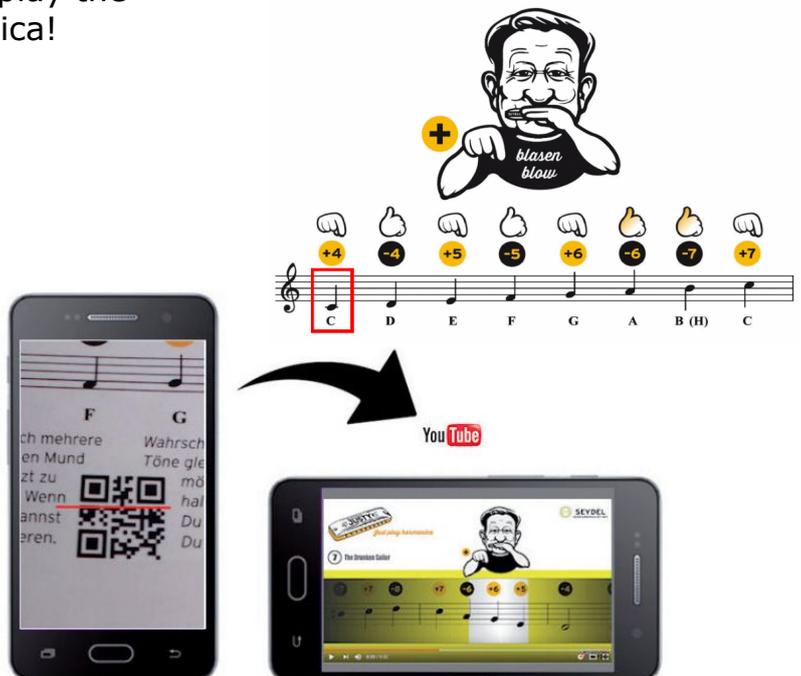
If a customer is looking for a gift for children all models from the Blues series are appropriate, especially the **Blues SESSION** or the orange-coloured **SESSION STEEL** – a nice alternative for kids is the SEYDEL six-hole model, namely the wooden combed **BIG SIX** classic that comes in a tin can and has a cool lanyard attached. The **BIG SIX color** is available in the keys of G, A, Bb, C, D and F – we recommend the C-Blues-variant with the wooden comb or as a **BIG SIX PACK** with all six keys and in a practical gigbag.

If a customer likes to give a tutorial and a harmonica together as a gift the economically priced SEYDEL **Blues Beginner Pack** will suite his demands: everything to kick off playing harmonica is included – a good instrument in the key of C and a good tutorial (includes a multimedia program on CD-Rom) with many sound examples. This set will give the player the “eureka” moments a beginner would otherwise need a long time to discover.

Just Play Harmonica – the Junior Starter Kit

Especialy for children from 6 on we can recommend the teaching system from the „**Junior Starter Kit**“. This dictally well done workshop comes with the “JUSTY“-harmonica in C, a tutorial booklet and tutorial videos.

The animated character “Mr. Just” shows exactly how to play the harmonica!



Chapter 3: Fight The Shelf Warmer

Which models should I keep in stock in my store?

All dealers have a different clientele. That's why it is always difficult to give a good recommendation. But our current sales numbers give a clear impression about the most popular models (as per 2017): customer's main focus are the instruments from the Blues series, followed by chromatics and instruments for folk music (Tremolo/Octave).

The most popular key is C major, independently from the model, followed by A (Blues range) and G (Tremolo/Chromatics). On average the key of C is sold five times more than any other key. A useful set of stock Blues harmonicas (independent from the model) is **5x C, 3x A, 2x D, 2x G and 1x F**.

The demand for other keys is lower, though some specialists also look for low key harmonicas to extend their sets (LF, LD, LC, LA, LLF).

The most popular model from the **Blues-series** is the **1847 (CLASSIC,** followed by the **SILVER)** and the Blues **Session STEEL**. Among the brass reeded models the **SESSION** standard remains to be the best seller (compared to the Solist Pro and Favorite). The **1847 NOBLE** and the **FAVORITE** can be offered as well because some customers are looking for instruments with metal (aluminium) combs because of their higher weight and brighter sound. The **1847 LIGHTNING** is the highest quality blues instrument on the market and therefore in high demand by many customers.

The little **BIG SIX** is very well suited for shops with a lot of walk-in customers – they are as well a popular small present or souvenir.

The popular "**Blues Beginner Pack**", containing a harmonica, a tutorial book and a CD should also be stocked regularly, because many customers look for a good "all-in-one-pack" (available with the durable SESSION STEEL or the SESSION Standard, both in C). The "**Junior Starter Kit**" with C-harmonica, booklet and video workshop can be offered to parents with children from 6 years on.

The **Chromatic De LUXE, the Chromatic De LUXE STEEL** or the **SAXONY** are very good Chromatic harmonicas for beginners or pros. It is enough to have two instruments of each in stock (C, and/or G). The **SYMPHONY 48** or **Grand Chromatic** models serve for customers who are looking for the best professional instruments on the market.

The best-selling folk-instrument is Tremolo **SAILOR STEEL** in C and G or the **SYKDIVER** in C and G and the octave model **CLUB STEEL**. It makes sense to have some of those in stock as well.



On the **SAMPLER** the player can easily play in two keys as well in case a customer is looking for a model that plays in two different keys.

among the professional range of folk instruments the **CONCERTO** (Octave) and the **FANFARE S** (Tremolo) should be mentioned which are available in many keys: besides C and G, as well in A and D (D is the most popular key in Irish Folk music). The **ORCHESTRA S** is a good choice for all melody-players as well.

Many tips for harmonica players can be found on **www.seydel1847.com** or **www.seydelusa.com** – please look for “Worth knowing info”.

The SEYDEL team wishes you much of success selling our instruments!

WE TAKE SERVICE SERIOUSLY

If you have any questions please refer to the contact data on the next page.

Your hotline to the makers:

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Fax.: **++ 49 37467 22453**

Email: **info@seydel1847.com**

For questions concerning instrument types, playing techniques or online orders please call:

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rupert.oysler@seydel1847.com (USA)

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SEYDEL

HARMONICAS - HANDMADE IN GERMANY SINCE 1847



We take care for our retail partners:

- 1. Quality instruments - hand-made in Germany*
- 2. Innovation through tradition since 1847*
- 3. Wide choice of models and tuning variations*
- 4. Durable construction using Stainless Steel reeds*
- 5. Easy and fast tone response - full sound*
- 6. Unsurpassed airtight design offering superior tone control*
- 7. Highest quality materials for all parts*
- 8. Fully configurable to your specifications*
- 9. Fast delivery times for instruments and spare parts*
- 10. Direct line to the makers via telephone hotline and email*

AND > We take care for the harmonica players.