

The Transition - Dream Diagnostic area:

"Mrs. Jones, at Ashley as mentioned our Hope to Dreams program helps local children to get a great night's sleep, by simply completing a dream diagnostic we will make a donation in your name." - "Has anyone taken the time to properly fit you for the right mattress and a pillow?" – "Follow me."

Key points will be education. Back position will demonstrate support; side position will demonstrate pressure relief.

Introduction to Dream Diagnostic: *"At AHS we do things differently than most of our competitors. We want to provide you with the two most important criteria for selecting a new sleep system: support and comfort. Through understanding these two key critical health benefits you will be empowered to make the best buying decision today. Here is where we will properly fit you for your new sleep system, where I will walk you through a few simple tests. By having you try these four mattresses, we will gain a better understanding of your support and comfort requirements. This will also help us eliminate the beds that do not fit your needs. Let's start here (bed 1)."*

The PILLOW: Fit each guest for the right pillow prior to showing the first bed; this is not optional.

"How do you sleep, on your back, side or stomach? – the pillow is 20% of your support and alignment."

- **Always Ask/educate two questions/statements on each bed.**

Mattress #1 Stearns and Foster Firm Innerspring .

Support: Have the customer lie on their back and educate them.

"You should feel the mattress coming up nice and tight to support your lower back and behind your knees." "This is what proper support feels like. Do you feel it?" Discuss head to toe alignment.

Pressure Relief: Have the customer lie on their side and describe what they should feel.

"You should feel your shoulders, ribs and hips floating into the bed with no pressure. Do you feel pressure there?" Demonstrate pressure to clarify. (Fingertips, pins/needles in hand).

- **If price is brought up – introduce financing, always make effort to quote price as a monthly payment amount, suggestion is to quote payment amount including the potential "lifestyle" base.**
- **Always have your customer bring "their" pillow selection with them from bed to bed – reinforces both alignment and comfort needs.**

Mattress # 2 Stearns & Foster Plush Innerspring

Transition from firm innerspring to plush innerspring; Ask/educate same two test questions/statements on each bed.

"Mrs. Jones, I would like to show you another sleep system with the same support. This is a plush feel that provides greater pressure relief through additional comfort layers."

*"Start on your back" – "You should feel **even more** support on your lower back and behind your knees."*

- i. *"Is it more supportive than the last?"*

*"Now try it on your side" – "You should feel **even less** pressure on your shoulders, ribs and hips than the last sleep system."*

- i. *"Do you feel less pressure?"*

**** Always make sure the customer chooses between the last two beds – EACH time.**

"Between this one and the last mattress, which mattress supports you better and provides the best level of pressure relief for you?"

Mattress protection should be brought up at the correct time during sales process. Earlier is better.

"Mrs. Jones this sleep system has a full ten year non prorated warranty giving you peace of mind against any sagging, bunching, pilling of the top and/or if it pops a spring in the mattress or box spring, as long as you keep it free of any rips, tears, burns or stains." "I will show you how we can protect your investment."

Mattress # 3 Stearns & Foster Hybrid

Transition from plush innerspring to the Hybrid in order for the customer to experience a solution with similar support and greater pressure relief; Ask/educate same two test questions/statements on each bed.

“Mrs. Jones, I would like to show you another sleep system with the same support. This is a hybrid feel that provides greater pressure relief through additional comfort layers.”

*“Start on your back” – “You should feel **even more** support on your lower back and behind your knees.”*

i. *“Is it more supportive than the last?”*

*“Now try it on your side” – “You should feel **even less** pressure on your shoulders, ribs and hips than the last sleep system.*

i. *“Do you feel less pressure?”*

**** Always make sure the customer chooses between the last two beds – EACH time.**

“Between this one and the last mattress, which mattress supports you better and provides the best level of pressure relief for you?”

Mattress # 4 Tempurpedic Rhapsody Luxe

Transition to one of our best TP models.

Transition Statement: *“The next feel is maximum support and happens to be the fastest growing segment of the mattress industry.” “You should find this even more supportive and pressure relieving.”, “Have you ever heard of Tempurpedic before?”*

Ask/Educate same two test questions/statements and have the customer decide upon which technology they prefer.

Adjustable Lifestyle Presentation:

A lifestyle base presentation must be demonstrated at some point during the sales process, however we do not want to force it on the consumer early if the timing isn't right or the correct product is being shown.

Recommendation: Conduct the presentation on the Tempurpedic or the feel the customer most likes if possible.

Consultation and Recommendation:

“Mrs. Jones, based on all the things we just discovered during our dream diagnostic – the perfect solution to maximize your support needs and at the same time provide you with the best pressure relief, my recommendation is going to be “X”, along with a lifestyle base and two of the “X” position pillows that you so loved.”

- **At this point – based on consumer response we should look to use navigation with a top down approach to find perfect solution for consumers support and comfort needs along with an eye for their budget concerns.**