

10-Step Bedding Sales Process

- 1. Greet & Qualify:** Welcome the customer(s) into the store with a warm smile and a non-business opening line. If you are already working with them on a different room (dining, living room, etc., begin with number 3, below).
- 2. Build Rapport:** Some call this step “schmoozing” or “warming them up”. Genuinely listening to your customer builds trust, which establishes rapport. Rapport leads to a sale, and hopefully, a long-term relationship with your customer. Appropriate humor, complimenting them, validating concerns and discussing subjects other than just business are all important parts of building rapport, and remember, although rapport starts now (technically at the greet), it must be carried all the way through the sales process.
- 3. Sleep Position:** Ask them how they sleep—on their side, back, stomach, or all of the above? Now you can introduce pillows (remember, pillows account for approximately 30% of overall comfort)!
- 4. Introduce & Demonstrate Pillows:** Based upon their preferred sleep position, direct them to a pillow or two that will suit their unique needs. Demonstrate the pillow by explaining the technology (whether it be Gel, Latex, ventilated Ashley Sleep, etc., and discuss the shape, such as contoured, etc.). Provide an anti-bacterial pillow cover. Remind them to hold onto this pillow throughout the trial process.
- 5. Choice of Technology:** Ask them what they are used to sleeping on. Ask them if they have done any research on newer technology (considering bedding technology changes as fast as anything else!). Ask if they have a preference, whether it's innerspring, memory foam, etc.
- 6. Comfort Selection/Needs Assessment:** Once you know what kind of bed they are interested in, ask them if they typically prefer a softer or firmer feel. Ask them if they would mind you inquiring if they have any back pain or other health-related concerns that would make a difference in selecting the perfect mattress for them.
- 7. Mattress Trials:** Suggest a mattress, starting at a medium-level price-point (so you can step up or down and are not stuck, and be sure to discuss similarities and differences between both mattresses). Make sure they lie down on the same side of the mattress as they do at home so it does not feel alien/awkward to them and make sure they lie down as they do when asleep (on side, back, etc.). Ask their opinion on the mattress. If they do not like it, find out why and move to a better fit, then ask again.
- 8. Features, Benefits & Demonstrations:** WHEN (not if) the customer finds a mattress set that they like and find comfortable, begin discussing features and benefits, tying them in to the unique needs the customer has already mentioned to you. This will also be the point when you do demonstrations with them, such as telling them to stand as comfortably as possible—as if they were at a long wedding and must stand for hours. Discuss how proper posture and spinal alignment leads to comfort.
- 9. Power-Base Introduction:** Once the customer is in love with their future mattress, it is time to talk to them about upgrading to an adjustable base—introduce the customer to zero-gravity comfort (using the multiple step process on how to demonstrate an adjustable base properly). Discuss how power bases are not just for those who read or watch TV in bed, they also have health benefits, such as pressure-point relief, easier breathing, etc.
- 10. Ask for the Sale!** Now is the time you have been waiting for. Ask for that sale and, if necessary, handle and overcome objections by asking detailed questions and solving the problem for them.