

Selling pillows in a mattress retail store can be a smart strategy to enhance customer experience and increase revenue. Here are some tips to effectively sell pillows in your mattress store:

1. **Product Knowledge:** Ensure that your sales staff is well-versed in the features and benefits of each type of pillow you offer. They should be able to explain how different pillow materials (e.g., memory foam, latex, down) affect comfort and support.
2. **Demonstration:** Encourage customers to try out the pillows. Provide comfortable spaces where they can lie down and test different pillows to find the one that suits them best.
3. **Customization:** Offer personalized recommendations based on customers' sleep preferences, such as their preferred sleep position (side, back, stomach) and any specific neck or back issues they may have.
4. **Bundle Deals:** Create bundle deals where customers can purchase a mattress and pillow together at a discounted price. This encourages upselling and increases the likelihood of customers buying both items.
5. **Visual Merchandising:** Display pillows prominently throughout the store, ideally near the mattresses they complement. Use eye-catching displays and signage to draw attention to them.
6. **Educational Materials:** Provide informational brochures or signage that explain the benefits of different types of pillows and offer tips for selecting the right one.
7. **Cross-Promotion:** Train your sales staff to mention pillows during mattress sales discussions. For example, they can explain how a particular pillow can enhance the comfort and support of the mattress the customer is considering.
8. **Customer Reviews and Testimonials:** Display positive reviews and testimonials from satisfied customers who have purchased pillows from your store. Social proof can help build trust and confidence in your products.
9. **Trial Period:** Offer a satisfaction guarantee or trial period for pillows, allowing customers to return or exchange them if they're not satisfied with their purchase. This reduces the perceived risk for customers.
10. **Follow-Up:** After a customer purchases a mattress, follow up with them to see how they're enjoying it and inquire if they're satisfied with their pillow. This presents an opportunity to address any concerns and suggest complementary pillow accessories if needed.