



Leggett & Platt Accessory Sales Processes, Features & Benefits

PILLOWS

#1 – SIDE, BACK, OR STOMACH?

Before the customer experiences their first mattress, ask them during your initial qualifying if they sleep on their side, back, or stomach.

#2 – PILLOW DISPLAY

Introduce the customer to the pillow display rack and show them that there are special pillows for side, back, and stomach sleepers.

#3 – FINDING THEIR FAVORITE

While the customer experiences their first mattress, have them experience up to three pillow comfort levels of their preferred sleep style and choose the one that is most comfortable to them.

#4 – OWNING IT

Have the customer take their favorite pillow around to each mattress they test.

#5 – QUALIFY

Once they have selected their favorite mattress, and are enjoying it with their favorite pillow, ask open ended questions to uncover wants, needs, and desires.

#6 – MAKE 'EM CRY

While they are still lying on their favorite mattress, take their pillow away from them.

#7 – VALIDATE

Apply the features of that particular pillow as a solution to their wants, needs, and desires.

#8 – MAKE 'EM REALLY CRY

Ask them affirmation questions while you still have their favorite pillow in your hands. Didn't that feel comfortable? Wasn't that really supportive?

#9 – DRY THEIR EYES

Bring back the complete experience and let them get back to enjoying their favorite mattress with their favorite pillow.

#10 – CLOSE THE SALE

Would you like to take your pillows home with you today or would you like us to ship them with your new mattress?



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PROTECTORS

#1 – PLANT THE SEED

As early as possible, educate the customer on how your store is different because you are a one-stop shop offering everything they are going to need; pillows, sheets, headboard, footboards, and mattress protectors.

#2 – WARRANTY?

When the customer asks about the warranty on a particular mattress, tell them about the warranty and about how stains, of any nature, can void the entire warranty - but not to worry because you will show them a way to protect their warranty.

#3 – DEMO

Place a sample swatch, terry cloth side up, in your customer's hand. Slowly pour water on the sample and ask the customer if their hand feels wet. Educate them about the breathable, yet waterproof backing material.

#4 – MAKE 'EM CRY

Did you know that the average person sheds enough skin flakes each day to feed over 1 million dust mites? Bedding can be the perfect dwelling place for dust mites because of this fact and because of the moist environment created by average perspiration each night.

#5 – DRY THEIR EYES

You might not be able to wash and dry your mattress, but you can certainly wash and dry your mattress protector, cleaning away the favorable conditions for dust mites.

#6 – OWNING IT

Take the correct size mattress protector off of the shelf and give it to them to carry around the store. This transfer symbolizes a transfer of ownership and keeping it with them deepens commitment.

#7 – CLOSE THE SALE

Would you like to take your mattress protector home with you today or would you like us to ship it with your mattress?