



## ADJUSTABLE FOUNDATIONS - IMPORTANT TIPS

- Be thoroughly knowledgeable on how to operate the handwand. Never allow the customer to try and operate the hand control without first showing them how. The reason is the remote will be unfamiliar to them, they may think it is difficult and too technical to figure out. Just like when you drive a friend's vehicle all the buttons and switches are in different places than your personal car, so it is confusing and takes a while to figure out. Also, you do not want to give control of your sale to your customer – always be in control of your sale. Remember, if the batteries are dead in the handwand, the foundation will not work. Be sure to stock extra AAA batteries so that the adjustable foundation will always be operational.
- The massage feature should be turned on at the foot of the bed first at its lowest setting. The customer could be intimidated by the massage or a possible humming noise. Be sure and introduce the massage, after the foot section and upper body section has been elevated.
- To increase your earnings and average ticket, ***always*** offer an adjustable foundation as an alternative to the conventional or traditional foundations when selling adjustable friendly mattresses. ***If you don't, your competition will!!***
- Do not focus on the mechanical features of an adjustable foundation when presenting it; focus rather on the increased ***health, comfort, and lifestyle*** as a result of sleeping on an adjustable foundation.
- Ask plenty of open ended questions while your customer is experiencing an adjustable foundation during your presentation so that you can help them understand what they need as a solution in feeling better though a better night's sleep. Understand the health benefits of adjustable foundations so that you can present the adjustable foundation as a solution to someone's specific health needs.
- Know the typical objections your customers give you regarding adjustable bases and multiple ways to handle each one.
- Practice your adjustable foundation presentation by role-playing with others every chance you get so that you are confident in yourself when you have an opportunity to present the foundation to a customer.
- Shop your competition and learn how they are presenting, pricing, and stocking adjustable foundations.
- While you are preparing to open your store each morning, ensure that the adjustable foundation is plugged in and that the handwand is functional.