



ADJUSTABLE FOUNDATIONS – KEY POINTS TO PROFITABLE SALES

The HARD Questions

What size is your adjustable foundation displayed in?

Most showrooms display their adjustable foundation in Twin XL – WHY?!? If customers have a preconception that adjustable foundations are “hospital beds” for the elderly and sick, why in the world would you VALIDATE that by making your display look like one? Display your adjustable foundation in a QUEEN SIZE, so that you can reflect the perception of it being a lifestyle product.

Where is your adjustable foundation located in your store?

Is it tucked away in the far back right corner of your store? Probably not, it's probably the far back LEFT corner! What is the first mattress you have a customer try out in your store? It is probably somewhere up in the “Winners Row” by the front windows, right? Why isn't your adjustable foundation under that mattress? Let your customer experience the loaded package before you show them that \$600 queen set they were asking for...that \$600 set won't feel as special afterwards! Show them the possibilities, then make 'em cry by taking it away! Dry their eyes by giving some of the features back by stepping them up and making them spend more money!

Is your adjustable foundation plugged in?

Yes, I'm serious. Sad, but true. Close to 60% of all floor model adjustable foundation displays across the nation are not plugged in. In fact, most aren't even near a power outlet! Have you ever imagined a day when being better than your competition meant simply plugging something in?!?

Do you know where your handwand is?

Again, I'm serious. Do you know where your wallet or purse is? Yes? Why? Your wallet or purse has your MONEY in it! Alright, HANDWAND = WALLET = PURSE.

Are there batteries in your handwand? Do they work? Do you have backup batteries?

I wish I wasn't kidding...After seeing way too many people have to hunt all over their store for their handwand, it usually isn't any surprise that the batteries are missing or are completely dead! Your handwand takes four AAA batteries – have backups ready!

Do you know how to reprogram the handwand?

What if you have the adjustable foundation plugged in and there are fresh batteries in the handwand, and nothing happens when you press the buttons? First, DON'T PANIC! Chances are that you need to simply reprogram the handwand. Refer to the reprogramming cheat sheet and keep it available at all times.

If you are serious about making money and increasing your average ticket by presenting adjustable foundations to everyone, then don't lose your credibility by not being prepared. During your opening procedures each morning, ensure your adjustable foundation is displayed in queen, is up front under a “go-to” mattress, plugged in, your handwand has fresh batteries, you have backup batteries, the adjustable foundation articulates, and that the massage works.