



ADJUSTABLE FOUNDATIONS Overcoming Preconceptions

CLAIM: Adjustable foundations are only for older people and for people with bad health problems.

*REALITY: Adjustable foundations are for **EVERYONE!** People come into your mattress store so that they can start feeling better, and they believe a better night's sleep will help with this. What prevents us from getting a good night's sleep? For most of us, pressure points and poor spinal alignment. For some of us, greater issues prevent us from getting quality sleep, such as chronic lower back pain, acid reflux, and sleep apnea. An adjustable foundation, when the foot is slightly elevated, takes pressure off of your spine by allowing your spine to rest in its natural state. Adjustable foundations open up your airway when the head is slightly elevated. These are benefits **ANYONE** can appreciate!*

CLAIM: Adjustable foundations are too expensive.

*REALITY: Adjustable foundations are only perceived as expensive if you allow them to be. We all know that customers look at the price tag before they even trying a mattress. Every feature and benefit you present to them while they are on the mattress is being justified in their mind as to whether or not they should spend the price they saw on the price tag. Present the cost of the set with an adjustable base up front, **before** building value in the mattress set. Don't surprise them by tacking on extra costs after gaining their commitment to buy. This works exactly the same way with accessories such as pillows, mattress protection, and bedsteads.*

CLAIM: Someone is not going to buy an adjustable foundation if they aren't looking for it...so why show it?

*REALITY: You will never sell something **UNLESS** you show it! Some salespeople sell big tickets all of the time, how? They aren't afraid to show big ticket items and they show them to everyone – even people asking for your cheapest set! As previously stated, **EVERYONE** can benefit from an adjustable base. **EVERY** guest that walks through your door can feel better each day from nights of pressure-free support, easier breathing, and better circulation. These benefits experienced by sleeping on an adjustable foundation will allow your customer to have higher quality sleep, which will yield higher quality days.*

CLAIM: People don't really spend *that* much time watching TV, reading, or working in bed.

*REALITY: Research has shown us that **67%** of the adult population in the US watches TV, reads, and works in bed. Polls taken from adjustable foundation customers have shown that **92%** of customers spend more time reading and watching TV in bed since purchasing their adjustable foundation.*

CLAIM: Adjustable foundations aren't for couples.

*REALITY: Queen size adjustable foundation sales have more than **DOUBLED** since the year 2000, while Twin XL sales have steadily decreased. Picture having your feet elevated, the massage unit on a low setting, and your partner at the end of your bed giving you a foot rub as an ultimate unwinding of a long day – Now, tell me again why adjustable foundations aren't for couples? The truth is that couples aren't buying mattresses just for sleeping needs anymore.*