



## ADJUSTABLE FOUNDATIONS – WINNING!

The key to being successful in mattress sales is:

### AVERAGE TICKET

#### *Why?*

When you first start selling mattresses your selling skills dramatically improve daily. As a result, your ability to close deals increases, and your closing ratio improves. Eventually, you become more tenured, and your closing ratio slowly reaches a fixed percentage. You realize that no matter what you do, you are going to close the roughly the same number of people each week. How are you going to post a sales gain and make more money than last year when you know you aren't going to close more people than last year? Simple! Your average sale must be higher than your average sale last year.

#### *How?*

*How do you increase your average ticket?*

- Start high up in the “Winner’s Row” and stay there! Ensure that **EVERY** guest (even the ones looking for your cheapest twin) experiences the highest quality mattress set you have to offer. Thoroughly qualify them with open ended questions while they are relaxing **ON** the mattress – it is an easy way to keep them on the mattress longer and allow them to relax and get comfortable. The longer you have someone on a mattress, the higher your chances are of closing them on it.
- Introduce **ALL** of your accessories **EARLY** in your sales presentation and present them as a package with each mattress set. Know what a complete package of your best accessories cost and quote the price up front of the mattress set with them included. As you build value through features and benefits, your customers will then be justifying spending the **package price**, not just the price of the mattress set.
- Never sell an adjustable friendly mattress with a standard foundation! Why leave all of that money on the table?
- Use the “make ‘em cry, dry their eyes” approach. Show them the full potential of what they could be enjoying every night when they go to bed. Then take it away! **They** will ask to be stepped back up! For example, a customer goes to a car dealership to buy a bare bones model (your cheapest queen). On their way to the car, the salesperson and the customer walk past a fully loaded sports car (by “accident” of course). It won't hurt to try that for a quick test drive, will it? After cruising around in the ultimate driving experience the customer has ever had, they return back to the car lot to get back to business. Next, **EVERYTHING** about the test driving experience with the car the customer asked to test drive in the first place is **AWFUL!** Not one feature comes close to comparing to what they had been teased with. All that the customer can do is dream about the ultimate experience they had just a short time ago. Like magic, the customer asks for it back! They might ask for all of it back, most of it, or some of it. Either way, they **aren't** buying what they originally asked for anymore!

**Weak salespeople take the path of least resistance!**

**Selling just a mattress and standard foundation is selling the BARE MINIMUM! If you sell the bare minimum, you make the bare minimum!**