

Are you a true consultant to your customer?

You must earn the right to be considered a consultant and the best way to earn that right is to ask great questions that show genuine concern for their problem. How many questions do you ask prior to showing a product? Do those questions include inquiries about their health and how they feel, or do they stop short of getting to the real issue?

- By asking a consumer questions that are focused on the quality of their life, you make it clear that a mattress has the ability to improve these conditions.
- Most of your competition is selling a product at a price. Does differentiating yourself give you an advantage?
- Consumers may tell you that their biggest concern is price, but remember that they are in your store because they have a problem. If you can show genuine concern about that problem, they will let you solve it.

Fact:

According to a recent study conducted by Innovative Retail Group, when retail sales associates emphasized the importance of sleep quality in their sales pitch, consumers indicated their overall experience was 50% more pleasurable than when the sales pitch focused on product specifications or price.

The **Active Support Technology™** of **innersprings** allow your muscles to relax in a more natural sleep position. The **coils adjust instantly** to your sleep movements, **comforting and supporting** your body actively as you dream on.



Leggett & Platt
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INTENTION DRIVEN SELLING

Selling a product versus solving a problem

If your true intention is to sell a product, it becomes very transparent to a consumer.

However, if your objective is to help them solve a problem you will close more sales, make more commission and provide a more satisfying experience for your customers.

Better sleep makes you look younger!



Better sleep helps you weigh less!



Better sleep makes your heart happy!



Better sleep makes you sexy!



Lack of sleep affects your customer's quality of life.

Weight. Did you know that people tend to eat more when they are sleepy? Sleep loss may increase hunger and affect the body's metabolism, which may make it more difficult to maintain or lose weight.³⁻⁵

Youthfulness. When you're low on sleep, your body naturally produces more of the hormone cortisol, which breaks down skin cells and increases the aging process.⁷

Sex. Russell Rosenberg, PhD, director of the Northside Hospital Sleep Medicine Institute in Atlanta, says chronic sleep-loss patients report not only being too physically tired for sex, but also having decreased libido.⁶

Back pain. A recent study conducted by the Better Sleep Council shows a new mattress improved sleep quality by 62% and reduced back pain and stiffness by at least 50% over a four-week period. Lower back pain was much more prominent for those sleeping on cheaper beds and older beds.¹

Heart disease. Middle-aged women who sleep an average of five hours or less nightly may be more likely to have heart disease than women who sleep eight hours nightly.²

What is the advantage of an innerspring mattress?

From comfort to support to durability, the innerspring sleep set provides a superior night's sleep.

Personal Comfort

- The support of an innerspring sleep set allows your body to relax completely, resulting in deep, restful sleep.
- The spine remains naturally relaxed.

Active Support

- The Active Support Technology™ of innersprings allows your muscles to relax in a more natural sleep position.
- The coils adjust instantly to your sleep movements, comforting and supporting your body actively.

Air Circulation

- An innerspring mattress is constantly refreshed by the air passing through it.
- The open structure prevents heat buildup in the sleep set.



Get your doctorate degree.

A doctor doesn't prescribe medicine based on your body temperature and how much you weigh. Good doctors ask questions that drill down to the real issue. If you take this same approach, you will earn the trust of your customer and show them you are interested in more than just making a sale.

Sources:

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