

## WHY SHOULD YOU PRESENT SUPPLE-PEDIC?



*I don't need anything NEW, I've got a battle to fight!*

Many people don't like change. Some salespeople will say "We don't need any new mattresses, I'll just keep selling innersprings." We ask that you keep an open mind and read this little booklet. After a good reading you will come to realize that Supple-Pedic really is a great product, and worth your time to present to customers. Supple-Pedic is a powerful new technology that will help you in your battle for consumer dollars and more commissions.

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## WHY SHOULD YOU PRESENT SUPPLE-PEDIC?

### **Help People**

Supple-Pedic gives you the opportunity to perform a true public service. You can help many, many people to sleep better at night and feel better during the day! Testimonials abound of how Supple-Pedic has helped people achieve freedom from back and other pain, sleep better, and feel better. You can feel good that you have helped people relieve pain and feel better by selling Supple-Pedic. See pages 50-54 for customer and doctor quotes.

### **Little Competition**

Supple-Pedic is a patented product and is only available from Strobel. We don't sell to every dealer in town and it is unlikely that a consumer can cross shop you. This helps protect your commissions and sales volume.

### **Purity of Product**

Supple-Pedic sells because of its simplicity and performance. It is a mattress and is designed to be slept on. It offers the most comfort and best back support of any mattress on the market. American innerspring mattress manufacturers have told you for years that looks, tickings, name, and fashion is what sells mattresses. Indeed most innerspring mattresses are so similar that this is all that distinguishes the various products and price points. Understandably it may be difficult for you to get away from this thinking.

## WHY SHOULD YOU PRESENT SUPPLE-PEDIC?

In Europe almost all tickings are shades of white. The European consumer demands it this way. They want their bedding to be clean, sanitary and simple. They want comfort and performance from their bedding, not overdone opulence. They shudder at the thought of a colored ticking under their sheets. Many more Americans are becoming of the same thinking. We want to draw attention to the comfort and performance of our beds, which is what makes them sell. Not the look and ticking. We use the highest quality white Belgian damask available on Supple-Pedic mattresses. No pillowtops because that would take away from the performance of the bed. We even use the same ticking on different models. We also offer the simplicity of a stretch cover option. So in the typical American showroom, our mattresses stand out from the rest, they get attention because they are different. Our mattresses force the consumer to compare construction, support, and comfort. The real reason they buy a mattress. As a result, our mattresses sell better.

### **Market Share**

Specialty bedding represents over 20% of the bedding business. Cutting-edge upper end bedding retailers have been extremely successful selling specialized bedding products. And this market is the fastest growing category in the bedding industry! This category of bedding offers less competition, higher

tickets, and better commissions. And since many dealers are not involved in specialty bedding it could easily become much more than 20% of your bedding sales.

## **NEW Technology**

In this fast changing world people are now more than ever accepting and wanting new technology products that will improve their lives, health, and comfort. Supple-Pedic is the new technology in bedding. Many people are intrigued by it, want it, and will pay more for it.

## **Demographics**

As the baby-boomers age, so does the incidence of back and neck problems. This group has a very high disposable income and buys what they want. These are Supple-Pedic customers.

## **Great Product**

Supple-Pedic truly lives up to it's claims. It has a wonderful feel, people love it. It feels both soft and comfortable, yet firm and supportive at the same time. It molds to the shape of your body like no other mattress. People get excited about the feel of the bed. If you show it to people and ask their opinion, most fall in love with the feel, many will buy on the spot, and some will buy even though they were not currently in the market for a mattress. They love the bed that much!

## WHY SHOULD YOU PRESENT SUPPLE-PEDIC?

### **Present Supple-Pedic to Every Customer**

This may sound like a tall order but it is worth your time. Even though your customer may not be in the market for a new mattress, a short presentation will often convince them that Supple-Pedic is far superior to their mattress at home. They may tell family and friends about the new technology they saw at your store and send them in, or they may come back with a spouse, or on a fair percentage of occasions they will buy on the spot.

### **True Additional Commissions**

A customer who was not shopping for a mattress and ends up buying Supple-Pedic is truly a commission you would not otherwise have gotten. A customer who was shopping for a new mattress and buys Supple-Pedic will typically spend more than they would have if they had purchased an innerspring. You get a higher ticket and more commission.

### **P.S. Don't Forget Supple-Pedic Pillows**

They are proven to sell very well in Furniture, Mattress, and Specialty stores. People love them. They help many people with neck and back problems. Presenting a pillow will often lead to a presentation and sale of the Supple-Pedic mattress. With or without a mattress sale everyone could use this pillow. A nice addition to your commissions.

## QUOTES FROM RETAIL SALES-PEOPLE

**We asked what they would tell other sales-people.**

*“I show the Supple Pedic to every customer that comes in my store. Mattress sales are 40% of our business and a good portion of that is Strobel. I attribute 25% of my commissions to Supple Pedic. Strobel is one of the primary products we carry that makes a significant difference in the lives of our customers. Supple Pedic contributes to not only the betterment of our sleeping patterns and habits, but also eliminates pain and discomfort.” Phil..... MI*

*“I earn 200-300 extra dollars per month because of Supple Pedic. Really great asset to the company and store, especially if you sleep on one yourself.” Linda... CA*

*“Best selling item in store.” Scott.....NV*

## QUOTES FROM RETAIL SALESPeOPLE

*“I sleep on one at home and it gives me the biggest edge. Customers want to hear your personal experience. I have a hip problem, but I don't when I sleep on the Supple Pedic.” Crystal.....WA*

*“Excellent mattress. Very easy to sell and customer satisfaction is almost 100%.” Heidi.....MI*

*“I earn an extra \$100.00 per month as a part time employee selling Supple Pedic.” Lori.....NV*

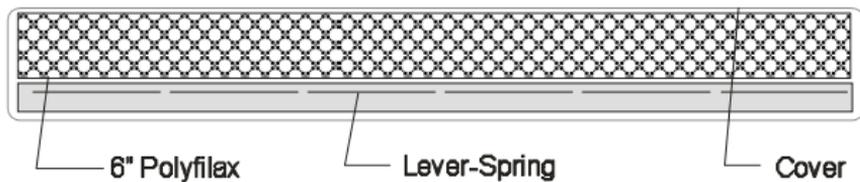
*“Supple-Pedic has better warranty, better bottom line and more money in pocket.” Dennis.....OR*

*“Sales have increased with Supple Pedic. People appreciate modular construction which makes warranty better.” “Get it on your floor!”  
Kevin.....CA*

*“ I Sell Supple-Pedic to 1 out of 5 customers. Great product, good selling product with good marketing and advertising.” Erin.....VT.*

# PRODUCTS

## Supple-Pedic 6000



Side view of mattress components

6 inches of Polyfilax

Lever-Spring Support Unit

Most conforming and pressure relieving feel

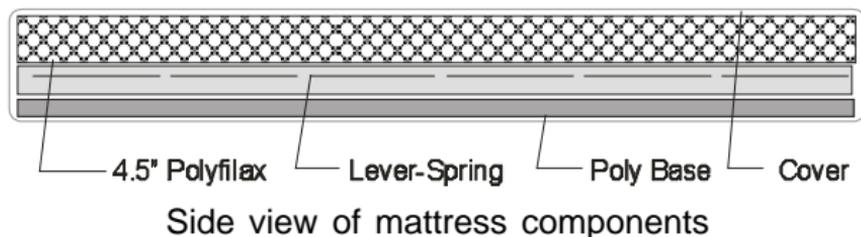
See pages 15-26 for complete features and benefits to cover in a presentation.

Write in your retail prices and monthly payments below:

Size	Mattress	Found.	Set	Mo. Pay.
King				
Queen				
Full				
Twin				
TwinXL				

## PRODUCTS

### Supple-Pedic 4500



4.5 inches of Polyfilax

Lever-Spring Support Unit

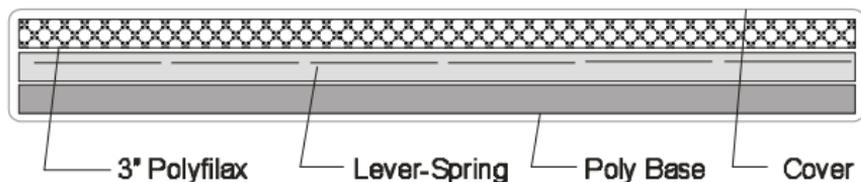
More conforming and pressure relieving feel

See pages 15-26 for complete features and benefits to cover in a presentation.

Write in your retail prices and monthly payments below:

Size	Mattress	Found.	Set	Mo. Pay.
King				
Queen				
Full				
Twin				
TwinXL				

## Supple-Pedic 3000



Side view of mattress components

3 inches of Polyfilax

Lever-Spring Support Unit

Conforming and pressure relieving feel

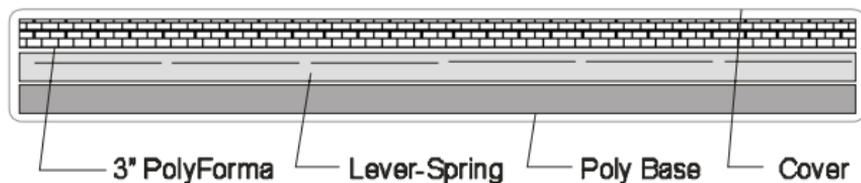
See pages 15-26 for complete features and benefits to cover in a presentation.

Write in your retail prices and monthly payments below:

Size	Mattress	Found.	Set	Mo. Pay.
King				
Queen				
Full				
Twin				
TwinXL				

## PRODUCTS

### Supple-Forma



Side view of mattress components

3 inches of PolyForma

Lever-Spring Support Unit

Firmer conforming and pressure relieving feel

See pages 15-26 for complete features and benefits to cover in a presentation.

Write in your retail prices and monthly payments below:

Size	Mattress	Found.	Set	Mo. Pay.
King				
Queen				
Full				
Twin				
TwinXL				

# SUPPLE-PEDIC FEATURES OUTLINE

## **Patented New Technology**

### **Lever-Spring System**

Lever-Spring Support vs. Firmness

### **Scientifically Proven Best Back Support**

Back Pain Relief

### **Polyfilax**

Space Age Material

Temperature Sensitivity

Does not cut off blood circulation

Toss and Turn Less

### **Clinically Proven Better Sleep**

### **Doctors Prescribe Supple Pedic Mattresses**

Motionless

Removable/Cleanable Cover

Replaceable/Changeable/Air-able Components

Easily Moved

No Turning Required

Dust Mite Free

Hypo-Allergenic

Accepts Adjustable Beds

30 Year Mattress Life/Warranty

Value

Comfort

Better Health

Supple-Pedic Pillows

Better Sex?

## Remember Supple-Pedic Pillows

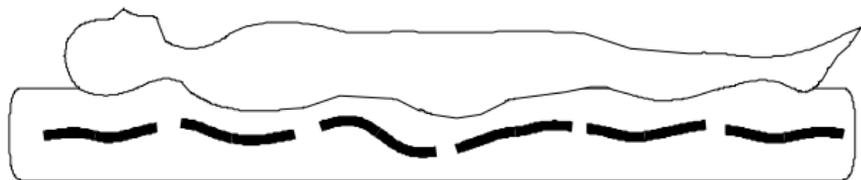
# FEATURES AND BENEFITS

## Patented New Technology

Let me show you a new technology product we have and get your opinion. The really break-through research usually comes from smaller companies, not the big ones. This is the case with mattresses. A company called Strobel holds the patent on this technology and the big brand names simply can't legally offer it to you.

## Lever-Spring System

The Lever-Spring System is the real key of this technology. The Lever-Springs conform to the shape of your body and give quality support with out unnecessary firmness.



*Demonstrate: Show graphic of Leverman on Lever-Springs in brochure or foot display.*

Conventional coils can only respond to downward force with increasing pressures, the more they are depressed, the more pressure against your body. The Lever-spring can give way while, like a teeter-totter, the other end of

the lever will push up to support your back, and conform to the shape of your body. Combine this with a thick layer of a revolutionary new material called Polyfilax,<sup>TM</sup> and you have the most comfortable and supportive sleep possible. Best back support. Clinically proven better sleep.

*Demonstrate: Use pen and finger to show how one end of lever goes up while you push other end down.*

### **Lever-Spring Support vs. Firmness**

The firmness myth has been perpetuated by the innerspring mattress industry. To differentiate their products they either use thicker steel in the coils or use more coils, both of which create a firmer mattress. Both of these options also cost a little more money and the industry has taught people that firmer is better to up sell their products. A steel coil can only respond to downward pressure with an equally opposing force. Thus the further you depress the coil the more pressure it pushes back with to create pressure points on the body. While it is true that you need proper spinal alignment and support, Supple-Pedic achieves this in a different way. Our Lever-Spring system conforms to the shape of a person's body giving proper spinal alignment and support. This conforming support eliminates pressure points for greatest comfort and better sleep while providing scientifically proven best back support.

## FEATURES AND BENEFITS

### **Scientifically Proven Best Back Support**

Again the conforming support of the Lever-Spring system is the key.

*Demonstrate: Show graph of back support on back of brochure or on foot display.*

### **Back Pain Relief**

Doctors and many users report that Supple-Pedic relieves back pain. See customer testimonials on pages 50-51. Doctors quotes on pages 52-54

### **Polyfilax**

The top 3" to 6" of the mattress is Polyfilax depending on the model. Man has long sought the perfect cushioning material. From the invention of the innerspring mattress in 1871 to cotton, rubber, and standard foam padding, the search has continued. Modern science now gives us Polyfilax. The most perfect material to date. This remarkably fluid material conforms exactly to the shape of your body giving near perfect all-over support and comfort

### **Space Age Material**

Polyfilax is a revolutionary material similar to what was originally developed for the NASA space program for a pressure relief surface for the astronauts at lift off.

Polyfilax completely conforms to the body to provide even support without high pressure points.

### **Temperature Sensitivity**

Polyfilax senses and responds to your body temperature. After initially conforming to your body, this amazing material will sense your body heat and conform even more perfectly. Yet the open cell structure breathes, so heat doesn't build up and make you feel unpleasantly warm. Polyfilax is a slow recovery material, and even though it allows for a complete body impression, it will always return to its original shape and will never sag or feel lumpy.

*Demonstrate: Unzip mattress cover and depress your hand into Polyfilax, then remove to show impression. Then allow customer to do so. Alternatively, have customer feel cube or pillow.*

### **Does not cut off blood circulation**

Supple-Pedic gives the lowest pressures of any type of mattress. This gives the greatest comfort and best sleep possible. It also improves circulation to vital parts of the body.

*Demonstrate: Show graph of Relative pressures of Mattresses on back cover of brochure or on foot display.*

## FEATURES AND BENEFITS

### **Toss and Turn Less!**

Supple-Pedic is clinically proven to reduce tossing and turning, resulting in a more restful and refreshing night's sleep. A doctor researching Supple-Pedic found that nighttime movements were reduced by 90%. In a conventional bed high pressure points are created which cut off blood circulation. You toss and turn in an unconscious effort to keep your blood circulating. Often you awake to have a limb feel numb. In bedridden patients these pressure points, and resultant loss of circulation, are what cause bedsores. This is why many hospitals use Supple-Pedic mattresses. For the normal person, you get a better night's sleep. And better sleep is clinically proven.

### **Clinically Proven Better Sleep**

No other mattress can make this claim! Not Sealy, Simmons, Serta, or any other mattress on the market. While all brands say you will sleep better on their mattress their claims are just slogans or puffery that is allowed by law. Others have tried for years and years to get actual research that you sleep better on their mattress, none have ever succeeded. Only Supple-Pedic with it's Lever-Spring system has actual scientific research that proves people will sleep better on Supple-Pedic!

Research done at a major University Hospital Sleep

Center, one of the most renowned and respected sleep centers in the country, Proves that: 9 out of 10 people sleep much better on the Supple-Pedic mattress. You could too!

This research is unprecedented. No other type of mattress has ever shown superiority over another in sleep quality in actual research. Supple-Pedic succeeded: The first mattress in history that is proven to provide better sleep.

### **Doctors Prescribe Supple Pedic Mattresses**

- Better, More Comfortable Sleep
- Improved Circulation
- Hypoallergenic, and Dust Mite Free
- Total Body Support-No Pressure Points
- Back Pain Relief

*“The patented design for equal support incorporated with space age polymers, gives comfort not seen in any other mattress. ... It is truly the mattress for the next millennium. ... I give Supple-Pedic a resounding endorsement.” – Dr. Brian Anseeuw, DC, MD*

*“... the support this system provides is critical to better health. ... I honestly believe that Supple-Pedic beds provide the best nights sleep on earth.” - Dr. John A. Wisman, DC*

## FEATURES AND BENEFITS

*“The Strobel Supple-Pedic Mattress is improving sleep quantity and depth reducing pain and increasing quality of life. ... The Strobel Supple-Pedic Mattress reduced night time movements by 90% ... This begs the query, ‘Are the nocturnal sleep disorders due to the inner spring mattress? ... Sleeping on the Supple-Pedic Bed is like ‘Butter melting on to fresh sourdough bread.’” – Dr. Richard W. Powell, MD*

See more doctor quotes on pages 52-54.

### **Motionless**

Your bed partner’s movements simply cannot be felt through the mattress.

### **Removable/Cleanable Cover**

Europeans have used removable and cleanable mattress covers for years. Allergens, Bacteria, and ammonia from perspiration will build up in the mattress cover creating unsanitary conditions. Every mattress cover should be cleaned every six months to one year. Supple-Pedic’s zippered cover allows this; a feature people love and buy.

### **Replaceable/Changeable/Air-able Components**

The inner components of Supple-Pedic are three or more separate layers: Polyfilax, Lever-Spring unit, and base. Each layer can be taken out separately and aired out. If a

component should ever need replacement, you can change just that part without having to replace the entire mattress. Conversely you can create different feels in a dual system for two sleepers. If one wants a softer feel such as the 6000 and the other wants the firmer feel of the 3000, you can achieve this in one mattress with Supple-Pedic.

### **Easily Moved and UPS shippable**

Due to the layer system each layer can be rolled up and carried separately. This allows one person to move the mattress even in a car. It also allows the mattress to be shipped by UPS.

### **No Turning Required**

Supple-Pedic was designed as a one-sided mattress to give best support and comfort of any mattress. Because of this and the quality of materials used you will never have to flip a heavy mattress again.

### **Dust Mite Free**

Dust Mites simply cannot live in Polyfilax or any other component of the mattress due to the nature of the material.

### **Hypo-Allergenic**

The natures of the materials in Supple-Pedic are simply non-allergenic.

## FEATURES AND BENEFITS

### **Accepts Adjustable Beds**

Unlike most innersprings, Supple-Pedic does not have a border wire and is flexible enough to use on any adjustable bed base.

### **30 Year Mattress Life/Warranty**

In testing with the Octagonal Roller Test the Supple-Pedic endured over 300,000 cycles, or 600,000 passes of a 240 pound roller with no perceptible damage. Three times the normal length of the test. The equivalent of over 30 years actual use. Accordingly we offer 5-year non-prorated/20 prorated warranty on Supple-Forma mattresses, and 10-year non-prorated/30 prorated warranty on Supple-Pedic 3000, 4500, and 6000 models.

### **Value**

Supple-Pedic uses quality new technology materials that are simply more expensive than conventional materials. An innerspring unit is mostly air with steel coils taking up the space in the mattress. They are much less expensive than the solid components of the Supple-Pedic.

With a mattress life of over thirty years supple-Pedic is a good value. It is often said that a typical innerspring mattress should be replaced every seven years. Supple-Pedic lasts more than four times longer than a typical

innerspring. If a person purchased an innerspring set for \$700 and it lasted seven years it would cost \$100 per year. If a person purchased a Supple-Pedic set for \$3,000 and it lasted thirty years it would also cost \$100 per year, or if the Supple-Pedic set costs \$1,500, it would cost only \$50 per year. Supple-Pedic is the better value.

## **Comfort**

Supple-Pedic mattresses are an amazing experience. As you lie on the bed it begins to embrace you as you sink into the mattress and feel it's conforming to every part of your body. First you feel it soothe you between your shoulder blades, then in the small of your back. Then you notice there are no pressure points, every point of your body is relaxed and comfortable. You feel weightless, contented, relaxed, at ease, dreamy, secure!

Supple-Pedic gives the lowest pressures of any mattress on the market. As a result of this and proper support, it is simply the most comfortable mattress in the world.

## **Better Health**

Clinically Proven Better Sleep, Scientifically Proven Best Back Support, Hypo-Allergenic, Cleanable Cover, Pain Relief, Lowest Pressures, Improved circulation, Less Tossing and Turning, Most Comfort: All of this translates to better health. You will feel better and look better. You will enjoy life to the fullest if you sleep on a

## FEATURES AND BENEFITS

Supple-Pedic and your friends will envy you. How much is all of this worth to you? Is it worth the cost of a Supple-Pedic? How do you put a price on having better health? It's Priceless!

### **Supple-Pedic Pillows**

The Supple-Pedic Pillow uses the same new material as the Supple-Pedic Mattress, the revolutionary Polyfilax.

- Orthopedic, helps neck and back problems
- Hypoallergenic
- Pressure-Relieving
- The Most Comfortable Pillow!

### *Optional Points to Cover*

#### **Better Sex?**

Approach this topic very carefully. Be very sure of your relationship with your customer and their values before using these points in a presentation. Some people might be offended! We will present here what we have been told.

*Couples have told us that Supple-Pedic enhances intimacy.*

*The bed was named Supple because a woman in our company told us the bed felt Supple, like a woman's breast.*

*They say that: Two things are better on a Supple-Pedic, one of them is sleep ...*

## **Competition**

Supple-Pedic is a unique patented product and really has no competition. Similar products should probably not be mentioned unless you have to deal with it as an objection.

A mattress similar to the Supple-Pedic is imported from Europe but does not have the advantage of the Lever-Spring system. It costs more. A mattress takes a lot of space in a container on an ocean ship. Why pay more for this extra freight, import tax, and distribution costs? This competing product does not even achieve pressure point readings as low as the Supple-Pedic.

Other products might have a thin layer of a material that seems similar to Polyfilax over a standard innerspring unit or simply over a block of standard foam. Their material is vastly different from Polyfilax, it does not have anywhere near the same conformability or pressure relieving qualities of Polyfilax. Their material simply has a lot more air in it and does not have the same cell structure. Most importantly they do not have the patented Lever-Spring unit. The Lever-Spring system is

really the key to body conformity, back support, and Clinically Proven Better Sleep.

## **Review of Features**

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# **PRESENTATION NARRATIVE**

## **The Mattress of the 21<sup>st</sup> Century is Here Today**

This Supple-Pedic presentation narrative is geared to impart product knowledge along with basic selling skills that should be beneficial to both the Novice Salesperson as well as the Seasoned Sales Professional.

As you become familiar with this unique mattress product we're sure you will find Supple-Pedic to be one of the most exciting and innovative products you will ever have the pleasure to sell.

### **Greeting the Customer**

The all important first contact with a prospective customer is critical. After all "you only have one chance to make a first impression." Establish a personal relationship as quickly as possible. This will help to lower the customers defensive shields by appearing non-threatening. Approach the customer slowly with a friendly smile and be enthusiastic. Always begin with a non-business related question that you can both agree on. For example a question related to the weather, sporting event, or local happening, will usually receive a positive response and enable you to get "close" to the customer.

### **Qualifying**

Once you've established a rapport with the customer you need to determine what they might be looking for. Qualifying questions help to draw out the customer's needs and interests. You might begin by asking "what brings you into our store today?" A customer will usually tell you what they want, so be sure to listen without interrupting. If you listen well the customer will tell you how to sell them. However a common response to your opening question may be "I'm just looking." It would be easy to walk away and allow the customer to just look, but an excellent reply could be, "you're welcome to take your time and look around as we have many things to offer. If the customer is not looking for a mattress ask them: "I would like to get your opinion on an exciting new product we have. " Then take them to the Supple-Pedic, have them lie down, and give a short presentation. The customer may begin to realize that Supple-Pedic is truly an exciting new product and much better than their mattress at home. In a fair percentage of cases your customer will buy Supple-Pedic even though their current mattress is relatively new. You will earn extra money you otherwise would not have. If your customer is looking for a mattress ask them: "By the way are you looking for a conventional mattress or "the mattress of the 21<sup>st</sup> century?" Since the customer knows

what a conventional mattress is, but has no clue what the mattress of the 21<sup>st</sup> century is, they will probably ask what it is you're talking about. This will then allow you to stay with them and continue communication and interaction.

To qualify if the customer is a candidate for Supple-Pedic, determine if they may fit in any of the following categories:

- Has back problems
- Has Arthritis
- Looking for better support
- Looking to reduce tossing & turning
- Needs pressure relief
- Has general aches and pains
- Has been injured
- Has trouble sleeping through the night
- Wants a better nights sleep

An excellent qualifying question is **“How well do you sleep?”** and “what do you like most about your current mattress” and “what do you like least about your current mattress.” It's amazing how much information a customer is willing to share. This will help you to lead the customer in the right direction.

### **Presentation - Features and Benefits:**

Create a desire for the Supple-Pedic by explaining the feature and benefits. For best results a presentation should include both immediate as well as long term benefits. Features and benefits should be presented as specifically as possible using the following methods:

*Demonstration - ask them to participate (laying down, feeling, touching)*

- Present Facts and statistics (define terminology's - show charts)
- Paint word pictures (comfort, intimacy, support, cradling, passion, space age)
- Tell a story of a satisfied customer.

*Demonstration - while customer is lying down ask if they can feel how the bed fills in and supports the small of their back.*

*Demonstration - place a set of keys on the bed and ask customer to sit on them. They can't feel the keys. This is how well Supple-Pedic conforms to bony prominences of the body.*

Begin the demonstration by having the customer lay

down on the Supple-Pedic if the customer seems reluctant to lay down, you might try saying “this is a new ‘space age’ technology mattress that’s not an innerspring, not air, not water and I’d love to get your opinion.” (Most people want to give their opinion.) It is effective to unzip the cover and push on the Polyfilax, showing how it slowly recovers. This intrigues most people, and they will push on it themselves. Then have them lay on the bed with a Supple-Pillow and hand them another Supple-Pillow to fondle. This will create an even higher impact. Most customers will fall in love with the feel instantly and many even passionately. If the customer loves the feel and seems passionate, stop and write the order.

Of course not everyone will respond that quickly, which means they need more information to be able to make a decision. It is good to hand the customer a brochure open to the pressure charts and start explaining that Supple-Pedic gives the scientifically proven best back support. Then go on to explain the chart of the pressure points, that since Supple-Pedic has the lowest body pressures, it will not cut off blood circulation like conventional mattresses, and consequently you will toss and turn much less, sleep deeper, and enjoy more comfort. You might want to keep an extra 11”x17” pressure chart poster at the foot of the bed and use this to show the customer while they are laying on the bed.

### **What is Supple-Pedic?**

Supple-Pedic is a patented new technology mattress using a revolutionary material called Polyfilax combined with a lever spring support system. Together they provide a combination of best lower back support and least amount of pressure points to give the most comfortable and supportive sleep possible (point out on graphs and hand out brochure).

### **What is Polyfilax?**

Polyfilax is a revolutionary material similar to what was originally developed for the NASA space program for a pressure relief surface for the astronauts at lift off.

Polyfilax completely conforms to the body to provide even support without high pressure points. Polyfilax is a heat sensitive material that responds to body temperature which allows this amazing material to actually mold to your body's shape to conform even more perfectly yet the open cell structure breathes, so the heat will not build up or make you feel unpleasantly warm . Polyfilax is a slow recovery material, and even though it allows for a complete body impression, it will always return to it's original shape and will never sag or feel lumpy.

### **What is a Lever Spring Support System?**

A Lever Spring Support is a series of spring wires connected to flexible rods imbedded beneath the Polyfilax layer to create support on demand. As the

heavier parts of the body depress into the mattress the levers push back to support the areas of void, such as the small of the back or under the knees. Much like a teeter-totter, if you push down on one side the opposite side lifts up, thereby creating more support in the areas of need. **(Point out lever spring graphic and back support comparison chart)** It is the Lever-Spring System that allows the Supple-Pedic to give the best back support, body conformity, and consequentially the lowest body pressures. All of this gives you the most comfort and the best nights sleep possible.

*Use a pen or pencil to demonstrate the lever action. Using your finger as a pivot-point/fulcrum push down on one end of the pen to demonstrate how the other end actually pushes up to support a recessed area of your body such as the small of your back.*

### **Comparison to Conventional Mattresses.**

Typically a person looking for extra support, chooses an extra firm mattress, however the side effects of sleeping on a hard mattress is the blood circulation cut off that causes tossing & turning. This tossing & turning is an unconscious effort to keep the blood circulating. Often a person will wake up to find a limb has gone numb.

Other people may be looking for a mattress that is soft to reduce pressure points only to find the support to be

## PRESENTATION NARRATIVE

lacking. With Supple-Pedic you receive scientifically proven best lower back support and up to 90% less tossing & turning with never a pressure point to cut off blood circulation.

### **Firmness vs. Support**

The firmness myth has been perpetuated by the innerspring mattress industry. To differentiate their products they either use thicker steel in the coils or use more coils, both of which create a firmer mattress. Both of these options also cost a little more money and the industry has taught people that firmer is better to up sell their products. A steel coil can only respond to downward pressure with an equally opposing force. Thus the further you depress the coil the more pressure it pushes back with to create pressure points on the body. While it is true that you need proper spinal alignment and support, Supple-Pedic achieves this in a different way. Our Lever-Spring system conforms to the shape of a person's body giving proper spinal alignment and support. This conforming support eliminates pressure points for greatest comfort and better sleep while providing scientifically proven best back support.

### **Clinically Proven Better Sleep**

No other mattress can make this claim! Not Sealy, Simmons, Serta, or any other mattress on the market. While all brands say you will sleep better on their

mattress their claims are just slogans or puffery that is allowed by law. Others have tried for years and years to get actual research that you sleep better on their mattress, none have ever succeeded. Only Supple-Pedic with it's Lever-Spring system has actual scientific research that proves people will sleep better on Supple-Pedic!

## **Creating Value**

Supple-Pedic uses quality new technology materials that are simply more expensive than conventional materials. An innerspring unit is mostly air with steel coils taking up the space in the mattress. They are much less expensive than the solid components of the Supple-Pedic. Supple-Pedic is clinically proven to help you sleep much better. This will help you feel much better every day. What is more important than feeling good?

While Supple-Pedic may cost more than many conventional mattresses, it costs less than some, and gives you a better nights sleep. You spend 1/3 of your life in bed. Supple-Pedic costs the same or less than many other items you purchase. Consider the cost per day or per year of ownership and it seems insignificant.

## **Competition**

A mattress similar to the Supple-Pedic is imported from Europe but does not have the advantage of the Lever-

## PRESENTATION NARRATIVE

Spring system. It costs more. A mattress takes a lot of space in a container on an ocean ship. Why pay more for this extra freight, import tax, and distribution costs? This competing product does not even achieve pressure point readings as low as the Supple-Pedic.

Other products might have a thin layer of a material that seems similar to Polyfilax over simply a block of standard foam or a standard innerspring unit. Their material is vastly different from Polyfilax, it does not have anywhere near the same conformability or pressure relieving qualities of Polyfilax. Their material simply has a lot more air in it and does not have the same cell structure. Most importantly they do not have the patented Lever-Spring unit. The Lever-Spring system is really the key to body conformity, back support, and Clinically Proven Better Sleep.

### **Trial Close**

When you trial close you are simply looking for buying signals. Since you cannot count on the Customer to tell you when they are “HOT” to buy you must constantly take their “TEMPERATURE”. They may only be hot for a short time before they start turning cold again.

So the trial close can be as simple as “What do you think?” or “How does that feel?” Try to anticipate common objections and overcome them before they are

asked. If there are only positive responses to trial closes and no objections, ask for the order.

## **Objections**

### **5 Steps to overcome an objection**

- 1 - Listen to the objection
- 2 - Agree with their concern - “I understand how you feel”-
- 3 - Isolate the true objection (Smoke out the hidden objection )
- 4 - Restate the objection - “What you’re saying Mr. Customer is that”-
- 5 - Overcome - Answer the objection

**Repeat these steps until all objections are exposed and answered.**

## **Example Objections**

### **1 - “*Your price is too high*”**

First you need to find out if they mean that the product is not worth what you are asking, or if the product costs more than they are willing to spend. In the first case you must go back to features and benefits that create the

## PRESENTATION NARRATIVE

value. (See conventional mattress comparison and value comparison ). In the latter case you may need to look at special financing to make it more affordable or manageable within their budget. Point out that you spend a third of your life in bed, and that your quality of sleep affects your health as well as your quality of life when you are awake. Isn't that worth the investment in Supple-Pedic?

**2 - “I don't want to buy now because this is the first store that I've been to and I want to shop around.”** A good reply would be “I appreciate the fact that you want to look around and as a consumer myself I would usually do the same. However since you love the feel of the Supple-Pedic and its benefits, and since it is a patented product by Strobel, and since we are the exclusive dealer for Supple-Pedic in this market area, is there any reason for you to delay experiencing the comfort and health benefits your Supple-Pedic will provide?”

**3 - “I've just always had a conventional mattress and this is all new to me.”** Your response should be- “We know Technology changes with progress as we've gone from horse and buggy to automobile, Planes to Jets to Space Travel, Candlelight to Electric Light. **Did you know that the Innerspring mattress was invented in 1871** and it was accepted gradually as the mainstream

mattress throughout the 20<sup>th</sup> Century? In fact it was accepted at about the same rate as going from the Horse and Buggy to Automobile. But it's now over a hundred years later. Aren't you ready to step into the 21st Century Sleep Technology?"

## **Closing the Sale**

The best definition of closing the Sale is - helping someone to make a decision that is right for them.

Closing is not selling something to someone that they don't want.

Through the Qualifying process you have been able to determine the Customer's needs and wants.

Through the Presentation you have created the desire and provided information to allow for an intelligent decision to be made by the Customer. Your Customer is ready to be closed because they have more reasons to buy than not to buy. It's time to reach for a Sale Order and ask for the Sale.

## **Closing Examples**

**The Assumptive Close** - simply start filling out the order and if the Customer says nothing further, it's done.

**The alternate of choice close** - “Would you like your Supple-Pedic delivered or would you prefer to pick it up.”

“Which would be more convenient for you, Monday or Wednesday.”

“Would you prefer to use a credit card or would you like to take advantage of our 90 Days same as cash.”

**The direct close** - “Shall we sit down and fill out the paperwork.”

As a sales professional I’m sure you have many of your own techniques and if you find particular sales techniques that are successful with Supple-Pedic we would like to hear from you.

We’re confident you will find Supple-Pedic to be one of your best selling products

If you have questions or comments about how to sell Supple-Pedic, we’d love to hear from you. Call us at 1-800-457-6442

## **CLINICALLY PROVEN BETTER SLEEP**

This research is unprecedented. No other type of mattress has ever shown superiority over another in sleep quality in actual research. Others have tried for over 20 years to get these kind of research results, but their results were inconclusive. Supple-Pedic succeeded. Strobel's patented Supple-Pedic is a true technological breakthrough. The first mattress in history that is proven to provide better sleep.

Research done at a major University Hospital Sleep Center, one of the most renowned and respected sleep centers in the country, proves that: 9 out of 10 people sleep much better on the Supple-Pedic mattress.

- 90% slept much better on the Supple-Pedic.
- 80% tossed and turned less.
- 91% thought the mattress was more comfortable than their mattress at home
- Quality of sleep was much better on Supple-Pedic.

## CLINICALLY PROVEN BETTER SLEEP

### **More results from the University Hospital sleep study:**

A doctor at the hospital said: That the hospital should buy Supple-Pedic mattresses for all the beds in the hospital.

The director of the University Sleep Center said:  
*“Trying to compare the Supple-Pedic mattress to regular mattresses is like trying to compare a Cadillac to a Volkswagen. I would like to assure you that we have had nothing but accolades regarding our patients quality of sleep when using this mattress.”*

Over all, exceptionally strong comments such as:

*“Outstanding”*

*“Comfortable, soft but firm enough to support your body”*

*“Would recommend to everyone!”*

*“Very comfortable.”*

*“The Best”*

*“I enjoyed a good nights rest.”*

*“Great”*

*“Exceptional”*

*“Extremely Comfortable - slept like a baby”*

*“I sleep on a waterbed at home & love it. This is even better. How do I get one?”*

*“Very Nice, How can I get one at home?”*

Based on overall analysis, you could say 100% of the people slept better.

### **Decubitus Ulcer (bed sore) clinicals show excellent results**

In numerous Clinical Studies, Pressure Sores heal quickly and new ones are prevented from forming. Even difficult to treat wounds such as in the sacrum area heal well.

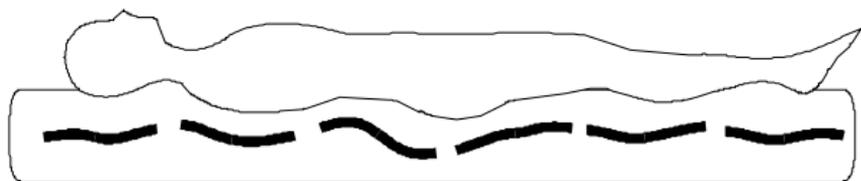
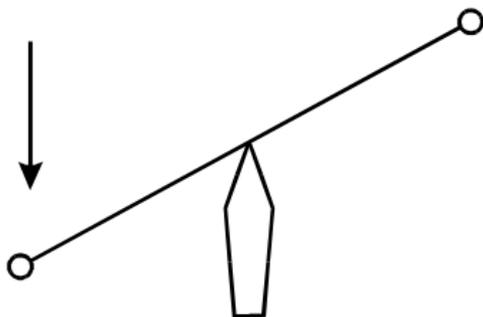
New research is ongoing. More new and exciting research results on the benefits of Supple-Pedic will be coming in the future.

# LEVER SPRING

## What is the Lever-Spring?

The Lever-Spring is a Patented technology of the Strobel Manufacturing Group. It is an

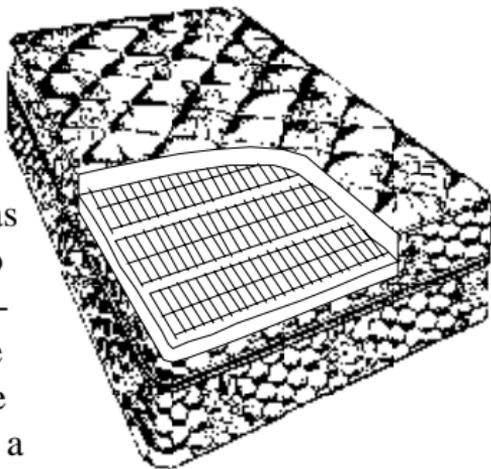
integral part of the support system of the Supple-Pedic line of mattresses. The Lever-Spring systems' sole function is to provide balanced support to recessed contours like the small of the back.



Without the Lever-Spring system, the Supple-Pedic mattress would not provide the uniform contouring and extremely low body pressures it currently offers.

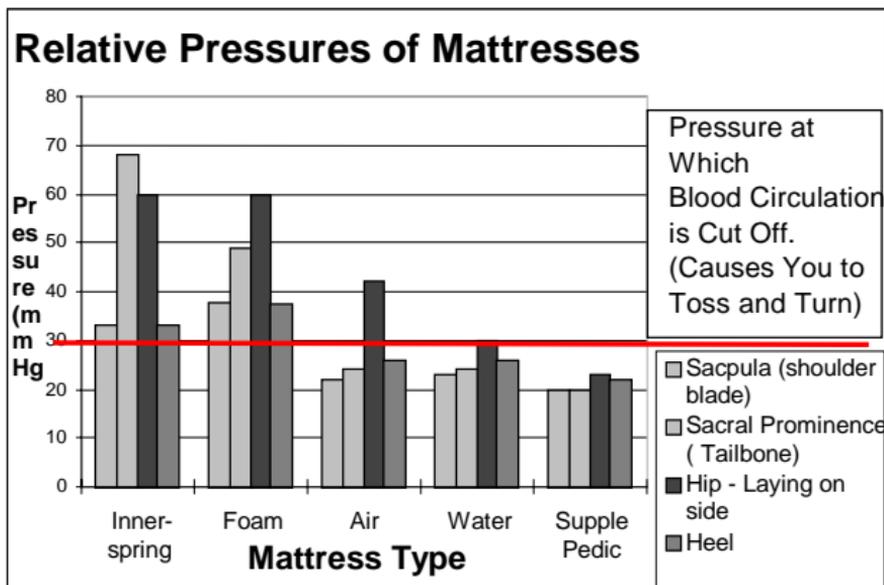
The Lever-Spring is approximately 12 inches wide made of high resilience spring wire rods. To visualize, the Lever-Spring looks like a ladder with an additional

center support rod in the middle. There are six Lever-Spring modules running horizontally directly under the Polyfilax layer. These modules work in tandem as a system to compensate for unequal pressures. Similar to a teeter-totter, when a comparably heavy weight, such as the hips, is applied to one side of the Lever-Spring, the other side springs up to provide additional support to a recessed area such as the



lower back. The resulting sensation is that of uniform support along the entire length of the body. This system is so effective that 1) a person can actually feel the filling sensation if you lay on the bed for approximately two minutes, and 2) there is no detectable difference in pressure from head to toe. Unlike conventional resistance coils that exert a pressure equal to the pressure they receive, Lever-Springs correctly offer no resistance to additional weight. This permits the unequal balance of weight to conform and balance resulting in uniform weight dispersal. The sensation of weightlessness is achieved to a great degree because of the Lever-Spring system.

# POLYFILAX TOP LAYER



Supple-Pedic gives lowest pressures of any type of Mattress!

## What is Polyfilax?

Technically, the Polyfilax product is a special formulation of plastic memory copolymer material. The material is similar to what was developed by NASA for use in space exploration and to reduce the unequal gravity force of lift off on the astronauts. Polyfilax has the

uncanny ability of balancing load dispersal very equally over the entire load mass. Furthermore, Polyfilax is thermally activated; it becomes more pliable ( liquid ) and pressure dispersing the warmer it becomes. To conceptualize, warmth “melts” the material so a body laying on the material for three or four minutes floats on the surface and the material becomes gradually less fluid the further it is from the heat source. This, coupled with the Lever-Spring system, provides the sensation of supportive cradling which is a result of uniform pressure dispersal.

The reason Polyfilax is used in mattresses is simple; it is just about the most perfect material for comfortable, relaxing sleep. Tests indicate high sleeping comfort and considerably less tossing and turning. In addition, the pressure uniformity qualities of the material create considerably less pressure on the back and joints. The result is a deep, restful sleep without the stiffness and aches and pains associated with other sleep products. In addition, since the Polyfilax is on one side, you never have to turn your bed over! And with a 30 year limited warranty, you can set your mind at ease while you rest comfortably!

## **SUPPLE-PEDIC CUSTOMERS SAY ...**

*“After six years of wakening with chronic back pain, it has finally been eliminated. It’s so nice to be able to bend over and tie my shoes in the early morning.”*

*Barbara T., Orient, OH*

*“I have not slept this great in years. It helps my back and neck pain tremendously.”*

*Dave C., Denver, CO*

*“There are no pressure points yet it provides excellent support! I highly recommend it.”*

*Valerie A., Lincoln, NE*

*“Over the past years I have had difficulty sleeping due to pain in my low back and always woke up with a backache. This problem was almost immediately alleviated in just a few nights. A check up visit with my Neurologist found a great improvement in the S-2 radiculopathy that was causing a good deal of the problem.”*

*Barbara G., Huffman, TX*

*“I am finding it harder to take an afternoon nap because I sleep so sound at night.”*

*Lorna H., Litchfield, MI*

*“I have back and neck pain, while lying on the Supple-Pedic mattress I feel weightless with no pain.”*

*Jill H., Fall City, WA*

*“This is the best mattress/sleep system I have ever felt.”*

*Neil S., Lombard, IL*

*“I have chronic back and neck pain and the Supple-Pedic mattress lets me sleep on my side for the first time in a long while without pain.”*

*Lee R., Litchfield, MI*

*“I would like to thank you personally, my wife has MS and this mattress helps to take the pain out of her left leg, which usually keeps her up all hours of the night.”*

*William O., Boise, ID*

*“I have arthritis and the Supple-Pedic has helped to alleviate the pain while I sleep.”*

*Remi L., Helena, MT*

## WHAT DOCTORS SAY ABOUT SUPPLE-PEDIC

*“As a Neurologist specializing in low back and chronic pain, I am constantly seeing patient’s whose lives have been completely altered and/or destroyed by chronic pain. One thing in common with all these unfortunate people is their lack of a good nights sleep. Without a complete and restful sleep their condition becomes even more unbearable.*

*As we approach the twenty-first century, man’s technology has grown in leaps and bounds in making our lives simpler and easier. That is except for the technology used by the conventional mattress manufacturers. It takes true insight and vision to develop what your company has done in the science of sleep.*

***The patented design for equal support incorporated with space age polymers, gives comfort not seen in any other mattress. This is especially important to someone suffering from a debilitating condition.***

*This mattress may just be the answer to the question. How can I get a good nights sleep? **It is truly the mattress for the next millennium.** ... I give Supple-Pedic a resounding endorsement.” – **Dr. Brian Anseeuw, DC, MD***

*“The feature that made your Supple-Pedic stand out from the competition was the combination of Polyfilax and your patented Lever-Spring system. Most people spend almost one third of their lives sleeping, and **the support this system provides is critical to better health.**”*

*“I began my own clinical trials over one-year ago, recommending Supple-Pedic beds to a large number of patients, particularly the most complicated cases. The results have been tremendous. **In almost every single case my patients have reported an improved quality of sleep as well as a significant reduction of symptoms.**”*

*“Over the years we have treated tough cases from the US men’s and women’s ski teams as well as professional athletes and tough cases from all over the world. We pride ourselves on short-term treatment with long term results and your beds have become an integral part of our success.”*

***“I honestly believe that Supple-Pedic beds provide the best nights sleep on earth.”** - Dr. John A. Wisman, DC*

## WHAT DOCTORS SAY ABOUT SUPPLE-PEDIC

*“The Strobel Supple-Pedic Mattress is improving sleep quantity and depth reducing pain and increasing quality of life. ... The Strobel Supple-Pedic Mattress reduced night time movements by 90% ... This begs the query, ‘Are the nocturnal sleep disorders due to the inner spring mattress? ... Sleeping on the Supple-Pedic Bed is like ‘Butter melting on to fresh sourdough bread.’” – Dr. Richard W. Powell, MD*

Doctors, both Chiropractors and MD’s, have really gotten behind the Supple-Pedic Mattress. They truly believe in and recommend and prescribe this product. This is unprecedented in mattresses. Innerspring companies often get endorsements by paying Chiropractors a fee or royalty. We have never seen an MD endorse an innerspring mattress. Strobel has never paid a doctor for an endorsement. Our doctors endorse our mattresses simply because Supple-Pedic is truly a great product.

## THE HISTORY OF STROBEL



*Mark Strobel, President*

The Strobel Family has been in the manufacturing business since 1950. Mark Strobel grew up working in his father's factory. His father tried to teach him everything he knew. Mark learned plastics, chemicals, woodworking, mechanics, electronics, pneumatics, hydraulics, machining, welding, engineering, design, production, quality control, management,

and marketing. Much of the production machinery was designed and built in house and Mark eventually acquired the skills to design and build on his own.

After graduating from college and holding a couple of different jobs Mark Strobel found himself unemployed and wondering what to do next. He knew he wanted his own business, but what and how? Mark always was a sleepyhead and one morning while laying in his waterbed and not wanting to get up - it dawned on him. Waterbeds! He followed the thought and realized that he loved his waterbed, that waterbeds really were much more comfortable than regular beds. Waterbeds were just a hippie fad at the time, so he did some serious research, convinced himself, and then took action.

## THE HISTORY OF STROBEL

Mark took his life savings of \$600 dollars, bought some woodworking tools and began making and selling waterbed frames. Within a few months he opened the first waterbed store in Louisville, Kentucky in 1974. Things went well and after a time of seeing a severe shortage of quality watermattresses, Mark decided to make his own. But this was not as simple as opening a store; it took a lot of money. So where do you get money, a bank of course. Mark got laughed out of every bank in town; you should have seen their eyebrows when he said waterbeds. He did finally find one who had a sympathetic ear and they struck a deal.

So Mark bought and built equipment and set up a manufacturing plant and began producing watermattresses. He built a good business. Mark is still active in all phases of the business, but he is most active with his research and development team. Strobel has pioneered many of the innovations in mattresses today, including the Feathertop surface, lumbar support, Polyfilax, and the Lever-Spring system. Mark Strobel holds many U.S. Patents including the double hull watermattress and the Supple-Pedic.

Among industry circles, Strobel Manufacturing has earned the reputation of having the highest quality in the business. Strobel has a good team of dedicated people who take great pride in their work. A few years ago a number of brand name innerspring bed manufacturers quickly jumped into the waterbed market. Then they got out just as quickly.

While these trusted brand names know a lot about innerspring beds, they did not know a lot about specialty sleep.

Mark Strobel has researched sleep and mattress design for over 25 years. While many of the improvements he made related to waterbeds, the ultimate question remained, of how to build a better bed.

He experimented with foam, air, water, all the inner-spring types, and all combinations of the above. Then one day in a flash of insight it hit him, the Lever-Spring. He built it and it worked better than any other mattress in history. Mark applied for a patent and the patent examiner stated he had never seen anything like it, and there are a lot of patents on mattress design. Consequently Mark was granted a very broad patent, competitors can not simply make a small change and copy it. The Supple-Pedic was born.

Strobel now goes beyond waterbeds. We are dedicated to improving the quality of sleep and comforts of life with new and innovative products in whatever form they may take. We now offer our patented Supple-Pedic Mattress, Supple-Pedic Pillows, and other products that offer greater comfort and better health than have been available in the past. Supple-Pedic is simply the best mattress invented to date. It is proven to be a very hot seller and will sell well for you. Strobel truly is — on the leading edge of technology.

# **SELLING BASICS - ANY PRODUCT**

## **Greet the Customer**

Establish a person-to-person relationship vs. a sales-person to buyer relationship. Ask a non-business related question that you can both agree on. For example, comment on the weather, a local happening or a sports event, etc. In other words, lower the customer's "defensive shields" by appearing non-threatening. A positive and helpful attitude is critical for success. Be enthusiastic and excited. Do not approach a customer by asking, "Can I help you?" It is far too easy for the customer to say "no".

## **Probe**

Ask what they are looking for, let them tell you what they are interested in. For example ask them "What brings you in the store today?"

## **Listen**

Communication is essential for productive interaction. Let the customer answer your questions or talk without any interruption from you. If there is something they say that you want to key in on, wait until after they are through. If you listen well, they will tell you how to sell them.

## **Agree**

To keep a positive interaction going, agree with the customer's point of view. After agreeing with their viewpoint and expressing your understanding, you can always educate the customer so that they may form a new opinion. "I understand how you feel, I know a guy who felt the same way until he found out..."

## **Trial Close**

When you trial close you are simply looking for buying signals. Since you cannot count on a customer to tell you when they are "hot" to buy you must constantly take their temperature. They may only be hot for a short time before they start turning cold again so the trial close must be used frequently. A trial close can be as simple as "What do you think" or "How does that feel?"

## **Sell up by Selling Down**

Selling is a negotiating process and it is much easier for you to negotiate down than it is up. Show your customer the highest quality products you carry even if they are not in their stated price range.

## **Features and Benefits**

Create a desire for the product by explaining features and benefits. For best results your presentation should stress immediate as well as long-term benefits. Give

## SELLING BASICS - ANY PRODUCT

examples when possible. Features and benefits should be presented as specifically as possible by the following methods:

1. Demonstration – ask them to participate.
2. Facts/Statistics.
3. Painting a word picture.
4. Telling a story – of a satisfied customer.
5. Analogies

Don't forget to anticipate common objections and overcome them before they are asked.

### **Objections**

5 steps to overcome an objection:

1. Listen to the objection
2. Agree with their concern – “I understand how you feel...”
3. Isolate the true objection – “Smoke out” the hidden objection
4. Restate the objection – “What you're saying Mr. Customer is that...”
5. Overcome.

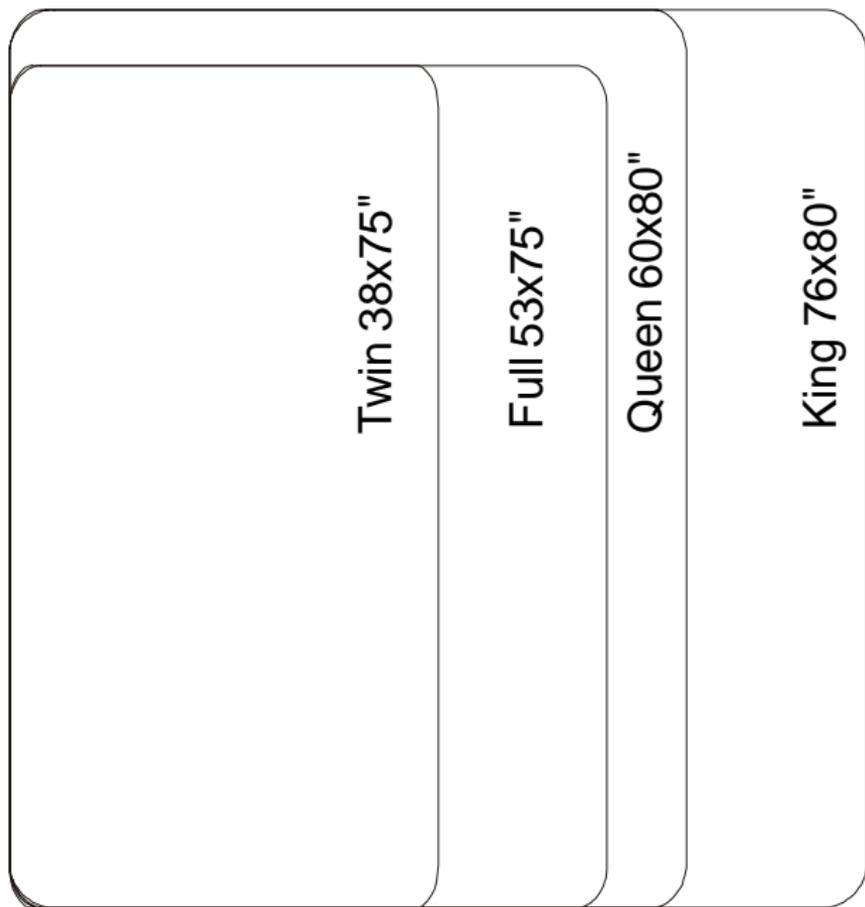
The above process must be repeated until all objections are exposed

Most customers do not give you their true objections, so you must “smoke out” the real objection.

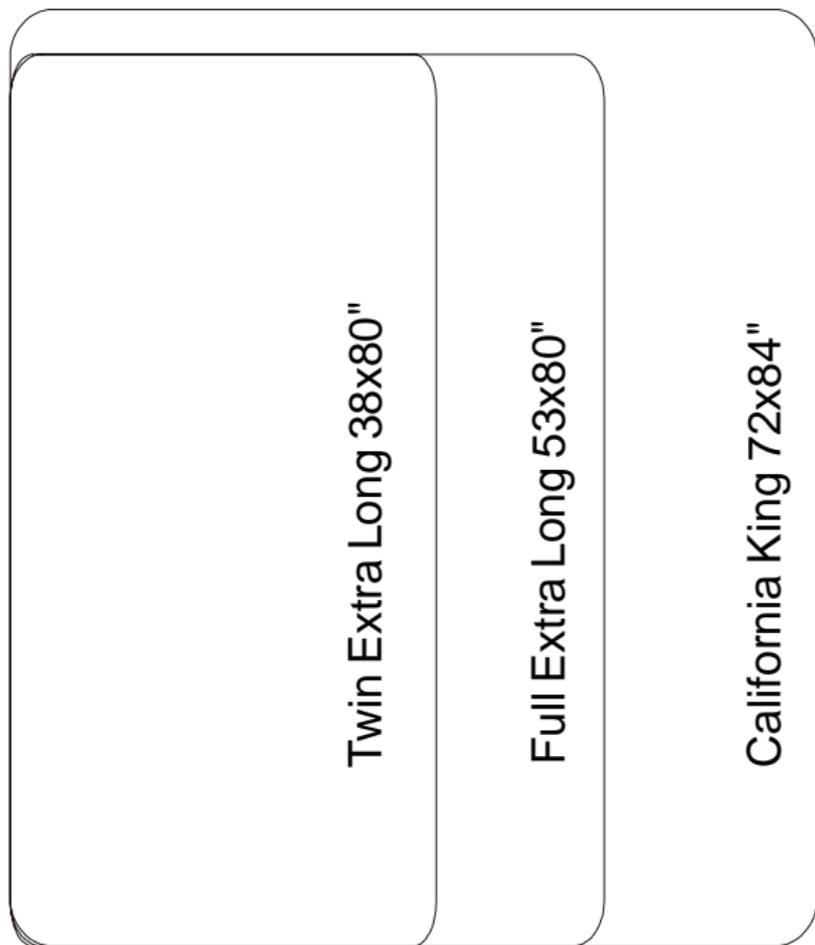
## **Close**

Your customer is ready to be closed when they have more reasons to buy than not to buy. But don't expect them to tell you this. **YOU HAVE TO ASK FOR THE ORDER.** By selling benefits, overcoming objections and trial closing you now know they are hot and it is time to reach for the sales ticket and ask “Would you like to go ahead with this?:” There are some cases where you may try the alternate approach – “Do you want it delivered Monday or Tuesday?” Or take the assumptive approach and simply start writing the order. In any case all your efforts leading up to the close are wasted if the customer walks out the door without you asking for the order.

## MATTRESSES SIZES



These are standard sizes. Supple-Pedic's are also available in waterbed frame drop-in sizes and in custom sizes. Supple-Pedic mattresses can also be used on any adjustable bed base.



Twin extra long and Full extra long are used on adjustable beds. Standard Queen fits adjustable beds and a one piece King can be used on some adjustable beds where the TwinXL bases can be programmed to move together. Younger people often prefer this arrangement. Normally a King adjustable consists of two TwinXL's side by side.

## **WHERE TO GO FROM HERE**

Re-Read this booklet when you have spare time in the store. Product knowledge will help you earn more money and make you a professional.

Read the Supple-Pedic brochure in it's entirety.

Keep this pocket guide in your pocket or under the corner of the mattress. Use it during your presentations. It gives you more credibility.

Call us at 800-457-6442 if you or your customer has questions.

Visit our website at **[www.Strobel.com](http://www.Strobel.com)**

Email us at [info@strobel.com](mailto:info@strobel.com)

As you know, the more thorough your presentation is, the more sales you will close.