



Business Manual

Effective 1/18/2021

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SHOWROOM SETUP

Customers love our business model because it's an alternative to big-box stores and furniture retailers. Our low overhead strategy allows us to save them money while also generating a nice profit for the store owner. After working so hard to connect with your customers thanks to free and low-cost advertising strategies, along with the urgency in which you speak with your customers via text and phone, it's important to carry that strategy over to your showroom/warehouse setup and it is crucial to have this correct from the beginning. We are not a retail operation! We strive to be everything that retail stores are NOT! From your front door greeting to helping your customer load their new mattress onto a vehicle with a complimentary ratchet strap, we keep things simple and no-fuss. We've included best practices in this section to assist in setting up your showroom and warehouse space to help give you and your customers the best possible buying experience.

OCCUPANCY & COMPLIANCE

OCCUPANCY ISSUES:

- You will need to meet with your local city officials for a fire inspection to make sure you are meeting the city ordinances and requirements. You will also need to obtain any permits required by your local and state governments.

SECURITY SYSTEM:

- Your space may give off the "cheap" vibe, but you will be investing a lot of money in your inventory. The lease you signed may require an insurance policy (get one even if they don't require it, to help protect your investment), but having a security system that works can give you peace of mind since you won't be on-site all the time. You can help protect yourself against theft or fire by investing in a security system. Whether it's installed by professionals who can also monitor the system for you or a DIY option you set up and monitor yourself if that's what you can afford, this step is worth every penny.

SIGNAGE:

- Rule of thumb: **The cheaper, the better!** Many of the top performing MBA locations have no official outdoor sign at all. Note: It is your responsibility to check with the building owner and/or leasing company, along with the city officials, to determine what their requirements are for your new business location signage.
- Keep the outdoor signage simple and inexpensive. Invest your money into inventory and advertising, not fancy signs on the building or marquee. The goal of building or marquee signs is to attract shoppers from off the street. Since you meet people "by appointment only," this would be a waste of your resources.

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Your customers will know where you are when you provide them with an address either through a phone call or your text thread.

- Handwritten signs go a long way with your business: they are one more example of your business strategy that highlights the message that you are not a retail store. Avoid any sign that gives a retail look!
- A simple front door sign with the MBA name and your contact phone number is all you need for your main entrance. It helps customers locate you but also assists with your delivery drivers. Hours of operation are not necessary since we set times to meet people.
- **DO THIS!** For your interior or front windows, use yard sale signs to hand write simple messages to display in the window. It's very low-budget & it LOOKS low budget. Maintaining the appearance of low-budget is part of our goal. It screams ANTI-RETAIL!
- Keep the Wheel of Disgust signage by your desk once you sell mattress protectors (your mentor can provide you a copy).
- Keep one sign for payment options by your desk.
- Print cheap pictures of customers holding a sign that says "I just saved a bunch of money at Mattress By Appointment!" and tack them up by your desk. These are great and can be used as digital advertising as well.
- Most important signage rule: **DON'T SPEND A BUNCH OF \$\$\$!**

Good examples of low cost signs that get the job done:



PARTITION WALL ISSUES:

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- When you work with your landlord on the lease, try to have the fewest number of interior walls or dividers possible in your new space! You want a basic square/rectangle shape that's completely open. The wide open space makes navigation a lot easier for you when you're unloading a truck full of inventory, but it makes things easier when you sell a mattress and you help that customer get the bed out the door. Cleaner lines also keep the theme of simplicity going. You want your customers to understand that what they see is all there is. Urgency!

PAINT:

- If the landlord hasn't agreed to a fresh coat of paint as a part of your lease agreement, then don't worry about it! Leave the space as is. There are so many other meaningful and worthwhile items to invest your money into, a new painted location will not be the reason that a customer buys or does not buy from you. If your landlord is willing to paint it for you at no additional cost to you, request white or a neutral color. If you have any questions, prior to spending unnecessary expenses, please reach out to your Mentor! They are here to help you with decisions exactly like this.

FLOORING:

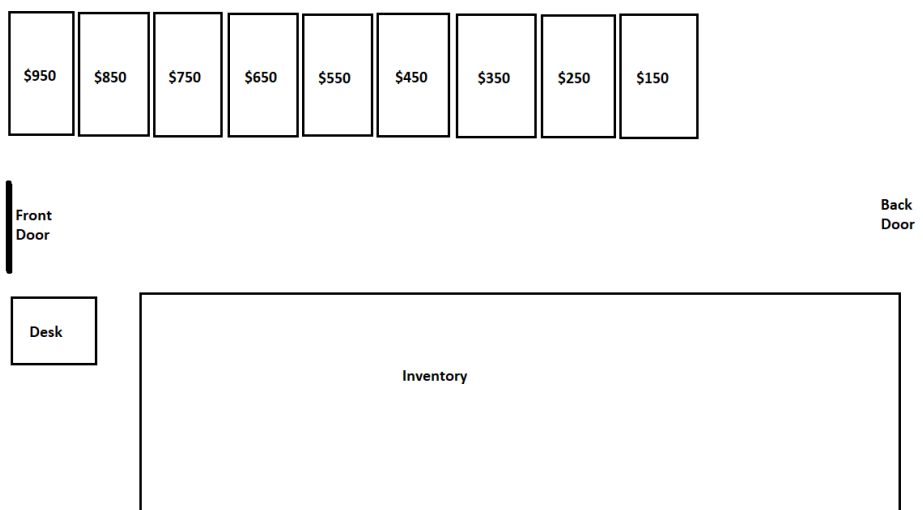
- A darker color solid floor is best. Either industrial carpeting or painted concrete will be the best option and the cheaper the better! If you have to pay for the flooring, don't go for the higher end version. The carpet squares are a great option, in case you need to swap one out for whatever reason.

THE SHOWROOM LAYOUT

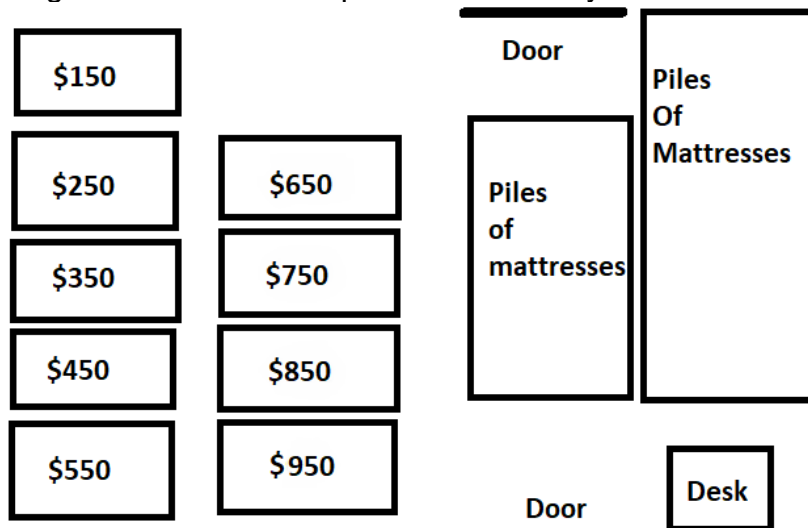
PLANNING THE LAYOUT:

- There is a perfect scenario for the layout of the basics. Keyword: BASIC.
- Hint for success: Position your most expensive model by the front door, then the next most expensive and so on, moving to your least expensive in the back.
- Keep all your showroom mattresses in the same room for your customer to see! This is an important step in helping create the sense of urgency that's critical to your success.
- The progression of the lineup from most to least expensive tells a story. You're proud of your most expensive models and they sit front and center so you can show them off. Those beds are helping make a "first impression" when your customer shows up for their appointment. Mattresses will sit directly on box

springs, but you should place the mattresses on \$150-\$350 spots in the lineup on low-profile boxes to further highlight the story. We want to convey value as the customer moves up the lineup with everything from height, to look, to feel.



- What if your space isn't a basic shape? You can work with that! It might not be as ideal, but you can still make it profitable. Keep the general idea and business model strategy in mind: basic, simple, easy, low-budget, what you see is what you get. Here is an example of alternate layout if necessary.



- Grouping and stacking the mattresses can make your job so much easier. Once you've mapped out your floor space, lay out the mattresses in like-models and like-sizes. Keeping them organized will make keeping track of your inventory a lot easier. It's also a quick way to be able to tell the customer you have the model they want in stock or not.



- Stack your inventory like pancakes. Keep the larger and heavier beds on the bottom of the stack, but make sure you're rotating through the beds as you sell them so the inventory stays fresh. Your mattresses do not expire, but it is still a good idea to try to get the older mattresses out first whenever possible.
- Keep track of that inventory daily with a spreadsheet or white board. You don't need to invest in fancy computer programs or services that offer to do it for you, but it is important to stay on top of it.

LOADING/UNLOADING:

- It's important to know which access door your delivery truck will need to get close to as well as any possible obstacles for your customers when they leave with a bed. If there are restrictions in place for delivery drivers, make sure to communicate those when they contact you to let you know they're on the way. Keep the paths clear for your safety and sanity!
- Positioning the heaviest items closest to the door is best for unloading the truck but also for your customer on the way back out again.
- Protect your back muscles and invest in a brace for support. You'll be moving a lot of beds and the strain over time can knock you out of commission if you're not prepared.
- If you need help unloading, ask friends or family for help. Get creative finding help to keep that process as simple as possible.
- Two or four wheel carts/dollies can make moving those mattresses much easier!
- Invest in a pair of rubber work gloves that have a "sticky" grip to help you hang on when you're moving those plastic wrapped beds around.

FLOOR MODELS & PRICING:

- Put beds into slots and **DO NOT PUT A PRICE ON THEM!**
- \$950-\$1500 lineup. We always display our nicest, most expensive mattress first and up front by the desk/front door. They progress toward the back in order of price.

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- We **NEVER** put spec sheets or prices on any of the mattresses. Ever. This can only hurt. Some customers will not lie down on mattresses they perceive as being more than their budget and it promotes conversations about spec rather than comfort/value, our key selling points.
- Sell those floor models frequently to keep your inventory fresh and clean. A lot of people are willing to purchase them if you give them a discount, but you can still make a profit. A mark or scratch can be a small discount, but if that mattress sits a long time and gets really dirty, no one will want it.

SHOWROOM NEEDS

TECHNOLOGY:

- Getting paid is a priority. Make sure you have an option for accepting cards from your customers. Square is an inexpensive Merchant Services option to get you up and running quickly and the deposits end up in your account fast!
- You'll need an internet connection, so check your cell phone provider to see if you have access to a hot-spot or communicate with other store owners in your complex to see how they handle that need. There may be a community option so you're not footing the bill alone.
- PC or tablet? A laptop is the easiest option for filling out the forms to get financing for your customers, filling out the orders for your showroom and maintaining a spreadsheet for your inventory, but tablets work too. Don't spend a lot of extra money on electronics up front because the simplicity of this business model means you don't need a lot of computing power or extra storage capacity. A decent secure device is great.
- Invoices are necessary as proof of purchase as well as to track your sales. Carbon copy invoices are recommended as you will be giving the customer a copy for their records and you should keep a copy too. Carbon copy, numbered invoices are readily accessible and easy to have printed at your local print shop or online resources are available as well. Handwritten invoices go a long way in sticking to the message that we are anti-retail and we do things simpler and with more personality than the big retail stores. Make sure that you have your contact information on the invoice in case they need to buy a mattress down the road. If

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they have easy access to your information, they're more likely to use your services in the future. Free advertising!

- Business cards are also a cheap way of advertising. They allow you to get your name out in the public and can be used for referrals from happy customers! There are business card templates available for you to use within the MBA Dealer Portal.
- When you run a card through your Merchant Services tool, you should have a method for emailing the customer a receipt and having a copy for your store provided by that vendor. Don't waste money on a printer and endless ink! The goal hasn't changed: **NOT RETAIL!**

MISCELLANEOUS:

- Ratchet straps are a must-have! They're the recommended product for strapping a mattress to the customer's vehicle. A queen, full or twin can be strapped to ANY car. If the customer can't safely transport the mattress home right there and then, you'll have to schedule another time to meet with them to get it done. That's time out of your day you could be having another successful appointment. Work smarter, not harder! If ratchet straps run out, make sure you have rope on hand.
- Packing tape. Always a useful thing to have on hand.
- "SOLD" signs. Not official signs. Just full sheets of paper showing the word SOLD that you can quickly tape to a mattress. The signs help create the feeling of urgency and are "social proof" that other people are buying your mattresses. That gives the customer in your store the extra validation they may need to go ahead and make their own purchase.
- A vacuum and cleaning supplies are essential. It doesn't take a lot of time to keep things clean and tidy, but making your showroom fresh and clean on a regular basis helps it maintain an inviting feel and lets your customers know that their health and safety are a priority for you.

LAST BUT NOT LEAST:

- You! You are the #1 asset to your business. In other business models, "dress for success" means dressing UP, not down. Don't do it! The philosophy of looking casual is your best bet for success with MBA. When you look casual, you act casual. Your store looks basic, the signs are basic. Everything you've set up is

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basic. Nothing about your appearance or mannerisms should give off that “professional” vibe. Looking like a business professional when you show up to sell a mattress out of a warehouse is hurting you, not helping. Don’t go out and have professional Mattress by Appointment shirts made. No uniforms. “Just a regular person” is the key here. If you’ve got on jeans and a t-shirt with sneakers, you’re spot on.

ADVERTISING

This is the most important part of your Mattress By Appointment business. Your success depends upon your advertising. You are in the advertising business! Master the advertising by following this plan and you will achieve your goals in your Mattress By Appointment business.

WHAT WE ADVERTISE (Space or platform rules may limit ability to use all five)

- 1. Urgency**
- 2. Value**
- 3. Payment Plans**
- 4. Phone number**
- 5. Delivery Available**

Example:

Brand New Mattresses

50-80% Off Retail Prices

Queens from \$150

Kings from \$275

No Credit Needed Payment Plan

CUSTOMERS

We have 3 types of customers.

The first is a value buyer that is attracted to the 50-80% off retail prices as well as the starting prices of your king and queen mattresses.

The second buyer is attracted by your no credit needed payment plan option.

The third buyer is a combination of the two. No credit needed with a small down payment and great value with 50-80% off retail prices on brand new mattresses.

WHERE TO ADVERTISE

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Facebook Marketplace
Facebook Business Page
Facebook Groups
Google My Business Listing
Mini-Site
OfferUp
Next Door
Craigslist
Road Signs
Flyers
Business Cards
Door Hangers
Referrals

FULLY ADVERTISED

What does fully advertised mean?

Over time you will have ads in all the above mentioned marketing platforms. Yes, you want to be fully advertised as soon as possible. No, you don't have to do it all today! Being fully advertised is the long term goal but it doesn't have to happen in just a few days or weeks. Each marketing method takes time to learn. It's ok to do one thing at a time.

Fully advertised also means having a full collection of ad types. \$150 queens, \$275 kings, \$50 down no credit needed etc. We want to ensure we don't alienate a particular type of buyer. We want to open ourselves up to inquiries from the value buyer, the payment plan buyer and the combination buyer!



AUTO-TEXTING APPS

Download the app WordBoard for iPhone users or download the app Texpand for Android users.

Why do I need this?

You are almost ready to begin advertising. Customers are just moments away from blowing up your phone with questions like, "Is it available?" Or "Where are you located?" Or "I need a Queen."

10,20,30,40,50 or more messages a day are about to hit your phone!!! You need to be prepared for this and there is no way you can keep up by typing a response to each question. There's also a great need for knowing not only how to answer these

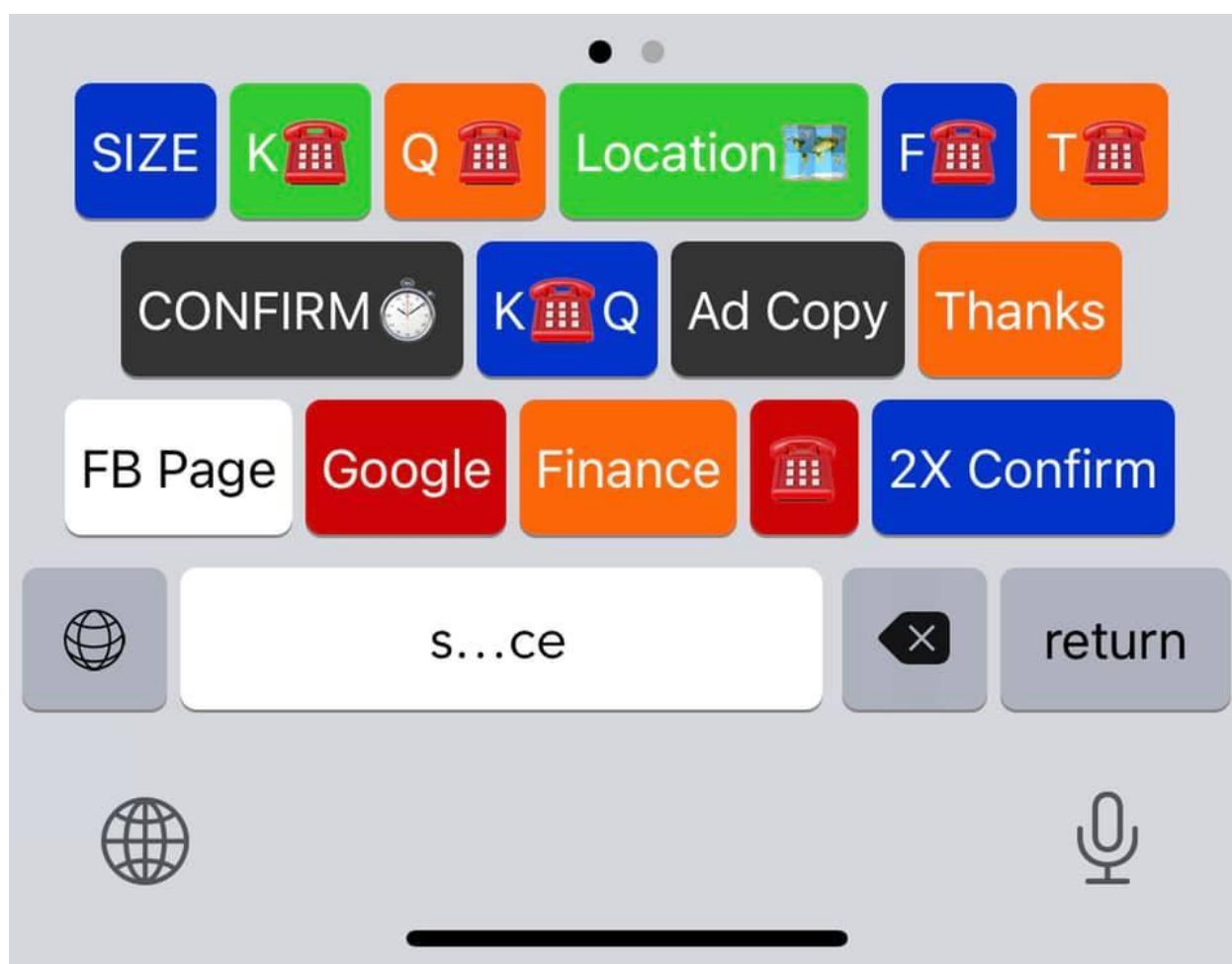
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questions but to do so with consistency. Having your responses set up in a texting app is critical and **MUST BE COMPLETED** before posting your first ad. Prepare now!

Is the app free?

The basic app is free. However, you are in the advertising business and you need the PRO version. Pay for it and be thankful you did. These texting apps are key to your success.

Create the following keys with the phrases associated with each key and then you'll have an alternate keyboard like this so that you can quickly text customers with your most common messages.



Sample Messages:

I still have mattress + boxspring sets available.
Which size are you looking for?

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I have New King size mattress + boxspring sets from \$275 and I've still got the \$50 down plan available
225-290-4549 David



call me on my cell
everything is selling quick. first come first served

I have New Queen mattress + boxspring sets from \$150 and I've still got the \$50 down plan available
225-290-4549 David



call me on my cell
everything is selling quick. first come first served

I have New Full size mattress + boxspring sets from \$140 and I've still got the \$50 down plan available
225-290-4549 David



call me on my cell
everything is selling quick. first come first served

I have New Twin size mattress + boxspring sets from \$130 and I've still got the \$50 down plan available
225-290-4549 David



call me on my cell
everything is selling quick. first come first served

I'm on airline in Prairieville

I am a low overhead solo operator with no staff and no set hours so i set times to meet with people

After we set a time to meet I'll text you my address and confirm

(NAME)

I will meet you at 6:45pm thank you! David

Please let me know if anything changes as I meet only by appt and don't hang out at the shop unless I'm meeting customers.

I'm in Prairieville across from the Walmart on Airline right beside Papa Johns in the Prairieville Crossing Shopping Center.

17532 Airline Hwy

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Prairieville 70769

Have your drivers license and checking account#/routing# handy if you plan to do the
no credit needed \$50 down plan
I also accept cash or credit cards

New Mattress Sets

\$50DownPlan Take Today

NoCredit✅Needed

50-80% less than retail stores

👍 King Sets start at - \$275

👍 Queen Sets start at - \$150

👍 Full Sets start at - \$140

👍 Twin Sets start at - \$130

Mattress Sets include Boxsprings

225📞290📞4549



Call David

No holds. First come first served and selling quickly.

Same Day Delivery Available

Thanks for thinking of me but I don't sell those 😊
if you need mattress sets I'm your guy!

Thank you so much for visiting me today!

Hey I love reviews! Could you please give me a 5 star review on Google? Here's a
quick link 📞

No credit needed. All you need is a routing and checking account number. \$50 down 90
days 0%

Just give me a call and I'll answer any questions you have.

225-290-4549 David

(NAME), we are set to meet at 10:45am.

Before I leave my house head up to the shop to meet you I'd like to reconfirm. Thank
you!

Type YES to confirm, NO to cancel, or CHANGE to reschedule.

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Thank you for calling! Yes I've still got Mattress & Boxspring sets available. Sunday is my day off to spend time with my family. Please give me a call tomorrow morning!

801-297-1982 Acima

Call and ask to adjust your payments to automatically pay off in 90 days to take advantage of the 0% interest

877-557-3769 Snap

Call and ask to adjust your payments to automatically pay off in 90 days to take advantage of the 0% interest

I still have mattresses but am out of town for a few days.

Call me Wednesday! 225-290-4549

Thank you, David

PHONE

Is your number local? Yes? Great! No? It's time to get a local number. Ask yourself, "Is someone in San Antonio going to call a Dallas cell phone number to buy a mattress?" Sure a percentage of folks will call but there'll be a percentage that won't. Control the controllables and make sure you have a local cell number you are advertising.

Yes you can get a dedicated cell phone plan from a major carrier. No you don't have to. There are some alternative services that will provide you with a local number

Sideline www.sideline.com or Google Voice voice.google.com If you are a T-Mobile customer, they have an inexpensive DIGITS option that accomplishes the same thing.

VOICEMAIL SETUP

Setup voicemail. "Hey it's (name) the mattress guy/lady! If you're calling about the mattresses I still have some! Leave me a message or shoot me a text and I'll get right back to you!"

SERVICE / CONNECTION QUALITY

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You are in business for yourself. Excuses don't matter. Even valid ones such as poor cell service causing intermittent connections when talking to potential customers. Your ability to attract customers relies upon the reliability of your cellular connection whether it be for texting or speaking to customers on the phone. If you have poor cell service where you live it may be in your best interests to look at who the most reliable carrier is in your area. You may also want to purchase a cell signal booster and wifi signal booster for your home. But, don't get a phone number with the purpose of advertising a number such as 604-869-BEDS. This is a mistake we've seen many times and it results in low call volume because it's something a retail mattress store would do. We are anti-retail.

FACEBOOK

PERSONAL FACEBOOK ACCOUNT

Do you already have an existing personal Facebook account? Yes? Great! Do you have access to Facebook Marketplace? Yes? Great you're all set!

You don't have a Facebook account? No problem. It's easy to sign up for one. Download the Facebook app on your phone and create your account.

Why do I need a personal Facebook account?

A majority of our marketing is done on the Facebook Marketplace as well as your Facebook business page. You'll need a personal Facebook account to get started using Facebook Marketplace as well as creating and using your Facebook business page.

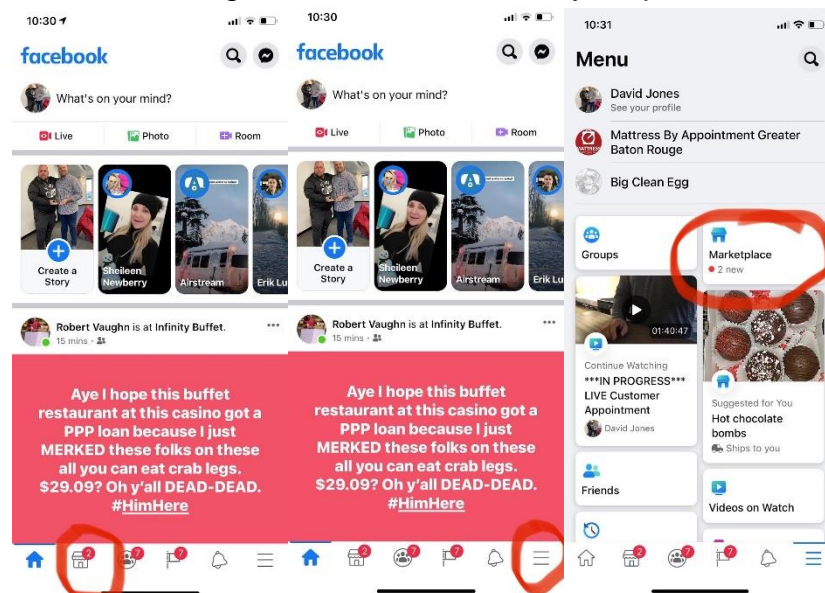
*Please note that brand new personal Facebook accounts can take up to 90 days before being given access to Facebook Marketplace. It is important to create your personal Facebook page right away to limit the waiting period for Facebook Marketplace access.

90 days is a long time and seems to be the exception, not the rule. Access can be gained within days so it's important to check daily for access. While awaiting Marketplace access it's important to be active on the account. Check-In to local establishments. Post pictures of you and your family, your pets, your favorite meal you just cooked. Look normal!

Access could appear in two different ways:

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An icon on your phone app showing the marketplace icon. Or, by selecting the 3 lines in the bottom right corner of the app on your phone. Examples shown below.



I want to keep business separate from personal. Should I setup a new personal Facebook account for my mattress business? No. Use your existing personal Facebook account. When selling items on Facebook Marketplace potential customers can and will look at your profile. They want to see they are speaking to a legitimate person. Fake profiles or new profiles with very little social proof of a real person can be detrimental to your success in marketing in Facebook Marketplace. Yes we will add more Facebook accounts but your primary account needs to be authentic and real.

.....speaking of your personal Facebook page and public profile.

YOU and the information you post on your personal Facebook page is on display for the world and specifically, prospective customers that are interacting with you on Facebook Marketplace. They are checking you out before deciding if they want to confirm their appointment and actually show up to meet you. Political opinions, controversial posts, will hurt your ability to earn the trust of all buyers. Right or wrong, your personal business is on display.

If you are the type of person that is controversial or posts controversial topics on your personal Facebook page then please familiarize yourself with the audience selection features when posting. Posts can be made public while others can be private where only people who you are friends with can see the posts.

BACKUP FACEBOOK ACCOUNT(S)

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Facebook is a major part of our business marketing model, specifically your personal Facebook account. It is used to manage your Marketplace ads, your business page and is even used to sign up for other selling apps such as OfferUp and Instagram. You do not want to put all of your eggs in one basket and not have a back up plan. Your business and your livelihood depend upon your access to market your business. That is why it's extremely important to have at least one backup personal Facebook account. If your primary account ever gets shut down, you'll be able to add your backup account to conversations started in marketplace to finish the conversation or access to your Facebook Business Page. At various times, most dealers have had at least short term problems with their account, but you do not want to be unable to communicate with your customers, even if it is only for twenty-four hours. Detailed within this advertising section are various accounts you'll be asked to add your Facebook backup account to as a backup administrator.

FACEBOOK MARKETPLACE

Facts about Facebook and Facebook Marketplace:

- The rules / policies can change at any time.
- It changes constantly whether subtly or drastically.
- Changes occur regionally, nationally and globally at different times or all at once.
- It is unpredictable.
- There are many unknowns.
- It is a powerful marketing tool if used correctly.
- It is a tool that should not be relied upon as your sole marketing platform.

Many MBA dealers have lost focus of being fully advertised due to past success in using Facebook Marketplace only to have their account suspended temporarily or permanently or all of a sudden have views of their ads slow to a trickle unexpectedly. Don't fall into the trap of focusing all of your advertising efforts into just this one platform. Be fully advertised! This is one tool of many for you to advertise in.

AD COPY

The use of the words credit and finance are not allowed. Your ad will be flagged and potentially your account could be locked down and put in what is known as Facebook jail. Your phone number must be separated with either emojis or other symbols or it appear as such {hidden information}

Using the letter "O" is always a good idea in place of the number zero.

Good example:

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New Mattress Sets
\$50DownPlan Available
NoCreditNeeded
50-80% less than retail stores

👍 **King Sets start at - \$275**
👍 **Queen Sets start at - \$150**
👍 **Full Sets start at - \$140**
👍 **Twin Sets start at - \$130**

225 😊 290 😊 4549



Call David

No holds. First come first served and selling quickly.

Same Day Delivery Available

Please note there are no spaces in \$50DownPlan as well as NoCreditNeeded. This is done to disguise the word credit and the phrase \$50 down. These are words and phrases used to sell credit in the view of Facebook and will stop an ad from being posted. Also notice the use of emojis to draw attention to key information such as pricing. Emojis are also critical in the phone number. Without emojis or symbols in the phone number Facebook will show the phone number as [hidden information], stopping the user from seeing the phone number and decreasing the amount of calls you will generate from the ad.

The word “NEW” is very important. Remember, your customer may be shopping for a used mattress but sees the low price of the beautiful mattress pictured but then reads “NEW” and their interest is piqued. “Wait. I can get a NEW mattress for that price?”

A majority of our customers are payment plan customers. The low down payment option is listed quickly in the ad copy so that if the reader only reads the first section of the ad copy they are sure to see it. No Credit Needed is next up.

50-80% less than retail stores attracts the value buyer and solidifies the combination buyer. Interest is peaked!

Low starting prices attracts all 3 of our buyer types. The use of emojis visually creates an attraction and highlights the starting prices.

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No Holds. First come first served and selling quickly. Powerful statement meant to create urgency.

Another powerful statement: Same Day Delivery Available. Retail stores make customers wait weeks or months for their mattress to be ordered. Our customer wants something they can sleep on tonight!

Bad example: This is a very subtle bad example. Please note there are spaces in \$50 Down Plan as well as No Credit Needed. These are words and phrases that are used to sell credit in the view of Facebook and will stop an ad from being posted. Dashes are used in the phone number. Without emojis or symbols in the phone number Facebook will show the phone number as [hidden information], stopping the user from seeing the phone number and decreasing the amount of calls you will generate from the ad.

New Mattress Sets
\$50 Down Plan Available
No Credit Needed
50-80% less than retail stores

👍 King Sets start at - \$275

👍 Queen Sets start at - \$150

👍 Full Sets start at - \$140

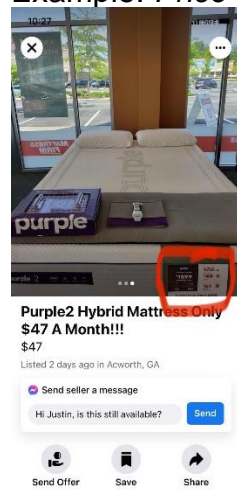
👍 Twin Sets start at - \$130

225-290-4549

👉 Call David No holds. First come first served and selling quickly.

Here are some additional bad examples:

Example: *Price tags are retail. This is clearly a retail store.*

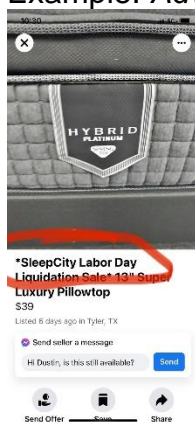


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Example: *Price tents are retail. This is clearly a retail store.*



Example: *Advertising a business name in the title. This is clearly a retail store.*



Example: *Advertising a retail store name. High starting prices. 7 locations = zero urgency. No phone number. Unorganized ad copy. Confusing. This is clearly a retail store.*

Description

\$39 Down Today & take home any set of your choice!
 \$\$\$\$\$\$\$\$\$\$ SAVE \$\$\$\$\$\$\$\$\$\$
 SleepCity Labor Day Liquidation SALE going on NOW!
 All Models Must GO!!! Up to 80% OFF!
 We are almost out so Massage NOW!
 Queens \$398.00 for a 13 1/2" Super PT Cool Gel Hybrid with 15 year ! Marked down from old sale price of \$1399!
 Kings Sets are only \$498!
 Adjustable Bases are only \$299!

***** Read all of our 5 star reviews! *****
 \$39 down Takes it Home TODAY!!!!
 Message NOW!

Family Owned
 Seven Locations throughout Texas and Louisiana.
 Sleep City Lone Star Mattress Outlet

Description

\$39 takes the Mattress Set of your choice home Today!

Split King Cool Gel Hybrid Mattress & Adjustable Base w/ 5 Mode Massage, Zero Gravity, Anti-Snore and Under Light Regula. ALL Adjustable Beds on Sale NOW! We carry brands like Serta, Spring Air, iComfort, Simmons, Restonic, Beautyrest Black and more. 0% up to 5 years. \$39 No CA Needed available. Message to reserve yours now. While supplies Last!

Split King Reg. \$5197 NOW \$1998
 King Reg. \$4497 NOW \$1777
 Queen Reg. \$3497 NOW \$1377
 - Free 120 Night Comfort Trial
 - Free Delivery
 - Free 5 Year Extended on Mattress
 - Free 20 Year Extended on Adjustable Base
 - 120% Lowest price guaranteed

SleepCity Arlington/ Lewisville/ Colleyville
 Up to 80% Off retail prices. Message Now!

Family Owned
 Seven Locations throughout Texas and Louisiana.
 Sleep City Lone Star Mattress Outlet

FACEBOOK BUSINESS PAGE

This is completely different from your personal Facebook page. This is dedicated to your MBA location.

Why do I need a Facebook business page?

This is where we get to shine and show off our business. This is where we SHOW EVIDENCE OF A LEGITIMATE, THRIVING BUSINESS. Say that again to yourself. SHOW EVIDENCE OF A LEGITIMATE, THRIVING BUSINESS.

Not evidence of a retail mattress store.

Not photos of the front of your building with your sign.

Not photos of retail foot protectors on your mattress displays.

Not photos with other businesses around you so it's easy for others to know where you're located (and kill all the urgency you built up in your ads....more on that later).

Not articles on sleep health.

NOTHING RETAIL. Think Mattress Firm, Sleep Number etc. and we do the opposite.

This page is all about the happy people you are selling mattresses to. It's where happy customers can write reviews and recommend your business for the world to see!

Your Facebook Business Page will be critical to the success of your business.

Most of our customers will find us via FB. If you do not already have a personal FB account, you will need one in order to create a business page. Building a page only takes a few minutes and is very simple. Since Facebook is always changing, you will want to do a fast youtube search on how to do it.

Click the link below to search youtube on how to build a Facebook business page. Find one that is fairly recent as FB is always making changes/updates.

https://www.youtube.com/results?search_query=how+to+build+a+facebook+business+page

Below are a couple sample images you can use while building your facebook business page.



You will Name your page “Mattress By Appointment (Your City)”

You will want to make someone else an “admin” in addition to yourself, in case your personal FB account ever gets locked down/ hacked or banned. This will need to be a person that you **FULLY TRUST** as they will also have absolute power over your Facebook Page. You can also use your backup account as an admin.

BUILD LIKES

Lots of likes tells people you are popular (social proof). Initially you can ask your friends and family to like your page. Eventually you will be gaining likes organically and through paid ads. Never pay a service to give you likes. Building thousands of likes just takes time and money (paid ads).

You will want to be posting to your FB page regularly.

Facebook loves pictures and videos. Give them what they want. **Facebook Reviews/ Video Reviews and Picture Reviews/ Glamor shots** (beautiful pictures of mattresses set up in a customers home) are all very powerful and necessary for a successful business. They give your business social proof that the majority of consumers will consider before making a purchase. The more you have, the more proof you have and the more sales you will get. You should be asking every person who buys from you to do at least one of the following.

1. FB Review
2. Video review
3. Thumbs up picture

Obviously not every customer will do all three, but if you have to give any kind of discount, you may want to require all of them, especially in your early days when each review/ picture matters more. In your early days, stealing a few pictures of happy customers with their thumbs up is not frowned upon. We all have to start somewhere, but you will want to start getting your own ASAP. Getting pictures, videos and reviews, in your shop, at the time of purchase will guarantee it gets done. If it does not happen in your shop, the chance of it happening at all drops drastically.

VIDEO REVIEWS

Video reviews are super powerful and should be a regular part of your review process. Customers who see videos generally come in warm and ready to buy. The power of video reviews is that people get to see you and feel your personality. **The only thing warmer than an appointment with someone who has seen your videos, would be a referral.**

PRO TIP: Boost your video review/ pictures of happy customer posts to supercharge your business!

How to get a Video Review

1. Ask for it (this is a sale)
2. Go to your page from your phone, create a post, choose the “live video” option
3. Make sure camera is facing out
4. Start live video
5. End video once finished and follow the prompts to post it

[How to get a video review \(video tutorial\) \(https://youtu.be/j9-L6Oe7z0Q\)](https://youtu.be/j9-L6Oe7z0Q)

[An Example of a GREAT video review \(https://youtu.be/Q_8lqZkPrBg\)](https://youtu.be/Q_8lqZkPrBg)

PICTURE REVIEWS

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Picture reviews are also super powerful. A picture is worth a thousand words. You want thousands of them over time. If you want more pictures, you must ask for them.

PAID ADS

Paid ads on facebook is a foundational part of our advertising. **There are two ways to run a paid ad on FB. (“Boosted” or from the “Ads Manager”)**

Boosted from your page is the fastest way to get an ad up and running.
Boosting in a tight radius of 7-10 miles (maybe more depending on your area)
There are a lot of settings.

[How to Boost a post from your FB business page](https://youtu.be/k2FA8_f9--I) (https://youtu.be/k2FA8_f9--I)

It is critical to ALWAYS track your return on investment (ROI) from your paid FB ads.

Ask your customers...

“How did you find me?”

“Facebook”

“Was that market place or did I just pop up in your news feed?”

“New Feed”

Now you know that was probably from your paid ad off your facebook page. You can even keep going and ask if it was a video or a lot of pictures with people smiling with their thumbs up.

FACEBOOK GROUPS

What are Facebook Groups?

Buy/Sell/Trade/Yard-Sale/Garage-Sale groups are within FB that you can join to market your business for **FREE**. Every dealer has probably 50-200 plus groups they can join in their local market.

Why are Facebook Groups Important?

Your ads will hit the newsfeed of potential customers who are not actively searching in Marketplace. This is yet another way to find more people!

How do I find them and how do I join?

When you login to your **personal** FB page, **NOT YOUR BUSINESS PAGE:**

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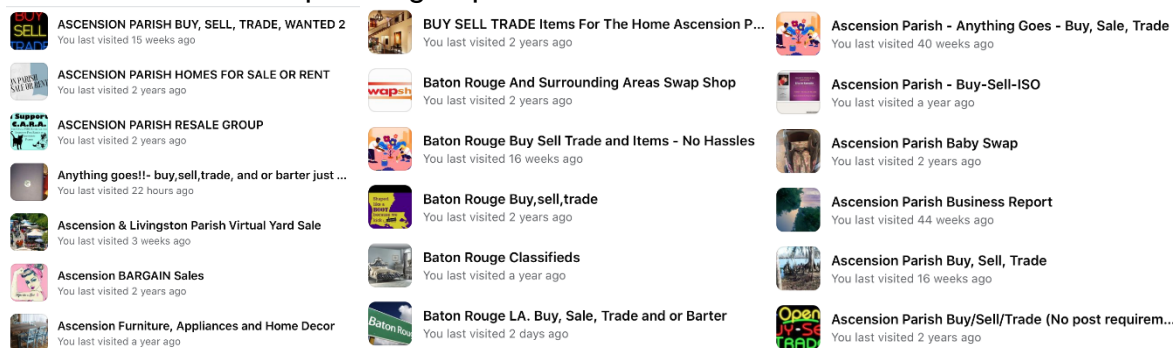
1. Go to the search bar (where you would search for a friend)
2. Type in the city where your shop is located._
 - At this point, every FB group that has that name in it will pop up. It could be the local gov., the volunteer fire department and Yard-Sale groups to just name a few. (If it is a popular name, make sure it is in your area.) Any group that is trying to sell stuff you want to join. You will see a place to click that says Join. Some may ask you to answer a few questions. When you find these groups, **only join 3 per day**, to prevent Facebook algorithm to mark you as a bot.
3. After you type in the city, type in the county. Maybe your area is called something. *For example, people may call it the Twin Cities.* If so, type that in the search bar.
 - Start joining right away. When you get your first order you will be ready to go.

*Think about groups that may need mattresses. For example, "mommy groups". They will be buying mattresses at some point for their kids. Mom & Dad need mattresses as well. Everyone needs mattresses!

Not all your groups will allow you to post the way we do. Do not worry about those groups. You have so many, that a small handful that may not approve your ad is not going to affect your business.

When joining groups ask yourself before you join, "Is this group a good fit for me and my business?"

Here are some examples of groups that make sense to advertise in.



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How do I place an ad?

There are 2 ways to do this. The first is described below. Please keep in mind that there can be disadvantages to this method. Admins of groups could mark your item as spam. Users within the group may not like your ad and mark it as spam if they “feel” it doesn’t fit the group. This has potential to affect the item you’re listing in Marketplace and its ability to generate maximum views.

POSTING TO GROUPS VIA MARKETPLACE

While placing your ad on MarketPlace, it will give you the option to place the same ad with multiple groups that you have joined.

- After MP asks you the location of your ad, the next screen will be: List in More Places.
- At this point, you can click which group to place your ad.
- The order of the groups will be in the order that you joined/gotten approved by them.
- The first time you do this, just start at the top and click as many as they will allow.
- Take a pic of the last one you clicked, so the next time you will know where to begin.
- **Only post one time, per week, per group.**

POSTING TO GROUPS DIRECTLY

Posting directly to the groups has some advantages. There is separation from your Marketplace listings, ensuring one doesn’t negatively impact the other. There is also the opportunity to not be as concerned about the subtle nuances of your ad copy. Unacceptable use of the words and phrases in Marketplace such as: “*Credit, Finance, \$50 Down*” are allowed when posting in groups.

Posting in groups separately from simply clicking “add” is time consuming but the benefits can be enormous in generating additional leads.

GOOGLE MY BUSINESS

Everyday potential customers are looking for businesses that sell things they need. What do they do? Search for it on Google of course! Have you ever Googled “restaurants near me”? You saw all the restaurants on a map right? You also saw ratings based on 5 stars too and a list of businesses that fit that criteria you searched for with additional information such as address, phone number, website address etc.

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You want to be a part of this! No you don't have to pay big bucks to advertise on Google. You simply need to start my creating your Google My Business listing.

Why do I want a Google My Business profile?

Just like your Facebook business page this is a place where you can SHOW EVIDENCE OF A LEGITIMATE, THRIVING BUSINESS.

Again, we are not wanting to portray a retail operation, photos of the front of your building, your signage or fancy showroom shots. The same photos and principles you follow in your Facebook business page apply to your Google My Business profile.

Reviews

We've all based our buying decisions or decisions on where to go off of reviews. Some folks turn to Facebook reviews while others look at Google reviews. Not only is your Google My Business profile the place where you can direct customers to go and give you a 5 star review, it's also instrumental in helping you organically rank higher in the Google search engine. Yes there'll be paid or sponsored #1 ranked retail mattress stores like Mattress Firm or Sleep Number but you have an opportunity, through hard work and great customer service, to be right there alongside the big retailers.

Is there more that I can do to rank high in Google search?

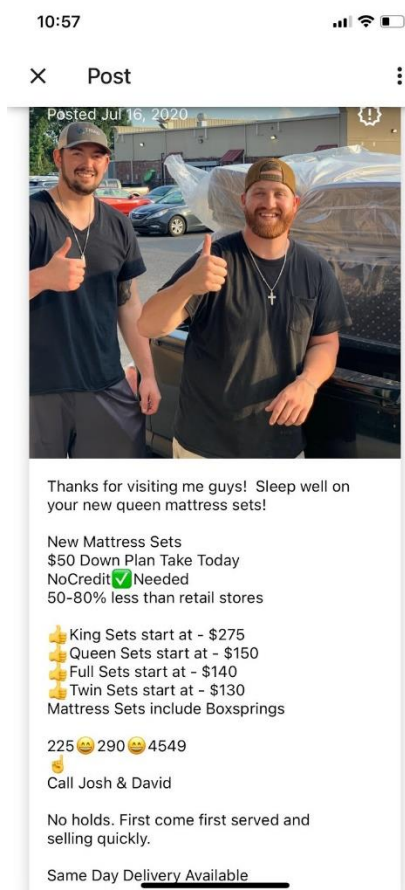
Yes! In addition to asking and receiving 5 star reviews you should add photos to your Google My Business profile.

How often do I need to post on my Google My Business profile?

Google loves content, but not too much. A post every 2-4 days is best. This does not apply to reviews! Get as many as you can as quickly as you can!

What should I post on Google My Business?

These posts will be very similar to your Facebook Business Page. The biggest difference is that you don't want to post every day or multiple times daily as you would, could, and should on your Facebook Business Page.



SIGN UP FOR MY GOOGLE BUSINESS

Important: When you register a new business, there might be a Business Profile for an old business at the same location. Do not try to claim it. Instead, [suggest an edit to have it marked as closed \(http://bit.ly/2LorLUc\)](http://bit.ly/2LorLUc). Then, you can create a new profile on Google My Business for your business.

1. On your computer, sign in to [Google My Business \(http://bit.ly/3hMiUlf\)](http://bit.ly/3hMiUlf).
2. Sign in to your Google Account, or create one. Then, click Next.
Sign up with your business email domain since this account will be for your chain. Enter the name of your business or chain. If you have a chain, you can also select it from the suggestions that display as you type.
3. Enter your business' or chain's address. Then, click Next.

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You may also be asked to position a marker on the location of your business or chain's branch on a map. If your business doesn't have a physical location but operates within a service area, you can [list the area instead](http://bit.ly/3rVqV22) (<http://bit.ly/3rVqV22>). Then, click Next.


4. Choose how your business will display on Google Maps.
If you serve customers at your business address:
 - Enter your [business address](http://bit.ly/35eKTuW) (<http://bit.ly/35eKTuW>)
 - Click Next. If you also serve customers outside your business address, you'll have the option to list your service areas as well.
5. Search for and select a business category. Then, click Next.
6. Enter a phone number or website URL, then click Finish.
You'll also have the option to [create a free website](http://bit.ly/2KVAVwE) (<http://bit.ly/2KVAVwE>) based on your information. It's recommended that you provide the individual phone number or store page for each location, rather than a single centralized call center.
7. Select a verification option. It's recommended that you review your information before you request verification.
To verify now, at the top, find the red banner and click Verify now.
To verify later, click Verify later > Later.
If you're not authorized to manage the Business Profile for the chain, find the person in your organization who's authorized and continue the process.

REVIEW YOUR BUSINESS INFORMATION

Be sure to confirm that your business information is correct. When you verify your business information, it means all your information is ready for customers to find across Google.

To edit incorrect information, follow these steps:

1. When you sign up for Google My Business, during the verification step, click Verify later > Later.
If you manage more than one location, on the left, open the Menu and click Manage locations. Then, select the location you want to edit.
2. On the left, click Menu > Info.

3. Next to each section you want to change, click Edit . Then, enter your business information.

4. Click Apply.

Now that you either claimed or created your Business Profile, it's time to [verify your business](http://bit.ly/3neNkEc) (<http://bit.ly/3neNkEc>). After you verify, your business information will be eligible to display across Google.

BEGIN VERIFICATION

Most businesses are verified by mail with a verification postcard from Google.

Tip: Some businesses can be verified by phone, text, or email or through the Google Search Console. If you find any of these options, follow the directions on the page and skip the instructions in this guide. [Learn more about verification](http://bit.ly/3b6URm1) (<http://bit.ly/3b6URm1>). If you sign up for Google My Business and continue directly to verification:

1. If your business information is correct, at the top of the page, click Mail.
Do not click Verify later.
2. Enter the name of the person the verification postcard should be mailed to, or you can leave it blank. We'll send it to the address you provided for your business.
3. Click Send postcard.

If you signed up for Google My Business but didn't start the verification process:

1. Sign in to google.com/business.
2. In your Google My Business dashboard, at the top right, click Verify now .
3. If your business information is correct, at the top of the page, click Mail.
Do not click Verify later.
4. Enter the name of the person the verification postcard should be mailed to, or you can leave it blank. We'll send it to the address you provided for your business.
5. Click Send postcard.

Wait for your postcard

Most postcards arrive within 14 days. The postcard includes a unique verification code that you must enter in Google My Business to confirm that your business is located at the listed address.

While you wait, you can prepare for online success:

Visit your business website as if you're a customer who found it through Google Search or Maps. Take time to enhance your site and update any incorrect information. Take pictures of your business and the products and services it provides. These photos make great additions to your Google My Business profile. You can even [take customers inside your space with Street View](http://bit.ly/3rZrEQ6) (<http://bit.ly/3rZrEQ6>).

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COMPLETE VERIFICATION

After you get your verification postcard:

1. Sign in to google.com/business.
2. Verify your business in one of the following ways:
Under "Verification needed," click Verify now.
Or, in the left menu, click Verify location.
3. Follow the instructions to enter the verification code from your postcard.

Congratulations, you're now verified and ready to edit your business information, respond to reviews, and add photos.

It may take a few weeks for your business information to display across Google. Once your info is live, you can check out your Business Profile. Search for your business name and city in Google Search or Maps and view your results. Keep in mind that search results vary for many reasons. Results displayed for you may not be the same for someone else. [Learn how Google ranks local results](http://bit.ly/2JMkugB) (<http://bit.ly/2JMkugB>).

HOW TO LINK TO YOUR GOOGLE MY BUSINESS REVIEW FORM

Many of your clients or customers are likely to be very busy people so if they're going to take the time out of their day to write you a review you need to make it as easy for them as possible. The best way you can do this is by giving them a simple link to click on that will take them straight to your Google My Business page.

There are two ways of doing this, the easy way and a slightly longer way. We recommend the first option but have included both. First, here's the easy way.

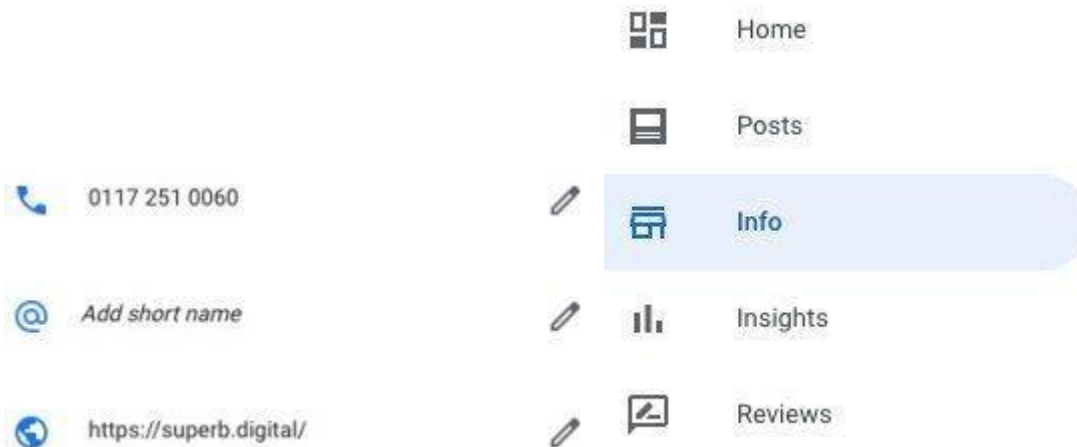
The New (Easy) Way

1. Login to your Google My Business account

First of all login to your account as Google now provides an easy way to get a direct short URL to the review form from within the GMB platform.

2. Create a profile short name

If you haven't done so already you need to create a profile short name for your business. To do this go to your Google My Business listing and from the menu go to 'Info' and then 'Add short name'.



3. Enter short name

Enter the short name of your choice into the text box provided, must be 32 characters or less. This also has to be unique so Google will tell you if you can use it or suggest an alternative.

Profile short name

Make it easier for customers to find and follow your business on Maps and Search. [Learn more](#)

Your short name can be changed 3 times per year

Enter a short name

0 / 32

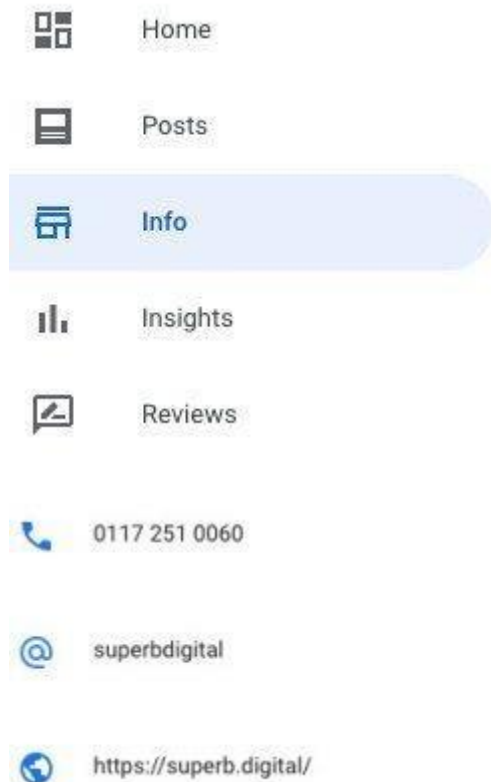
Cancel

Apply

4. Short name approved

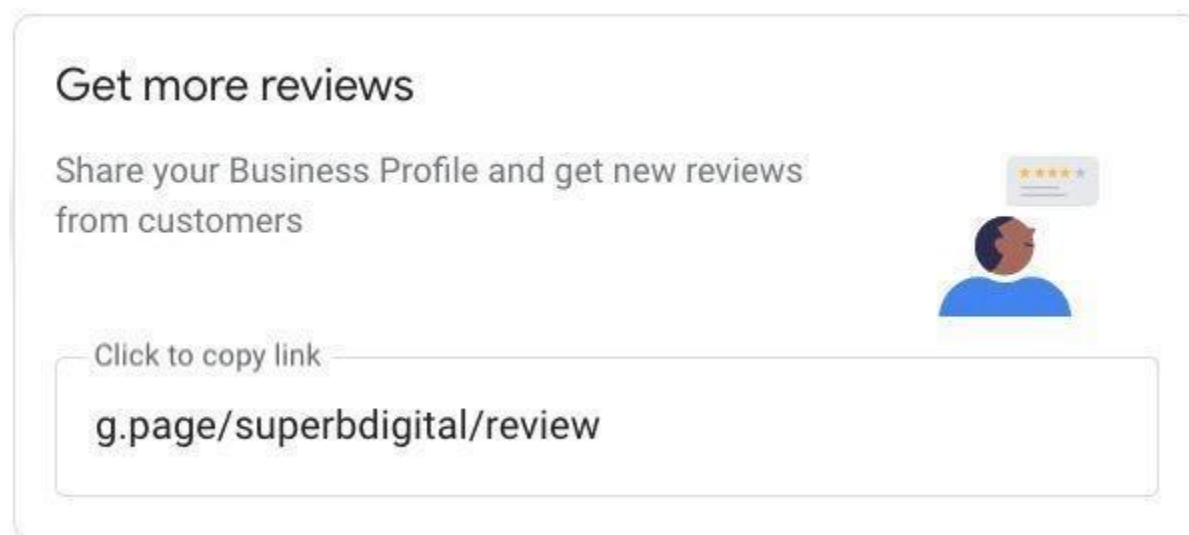
Once your chosen short name has been approved it will appear on your business profile.

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5. Get more reviews

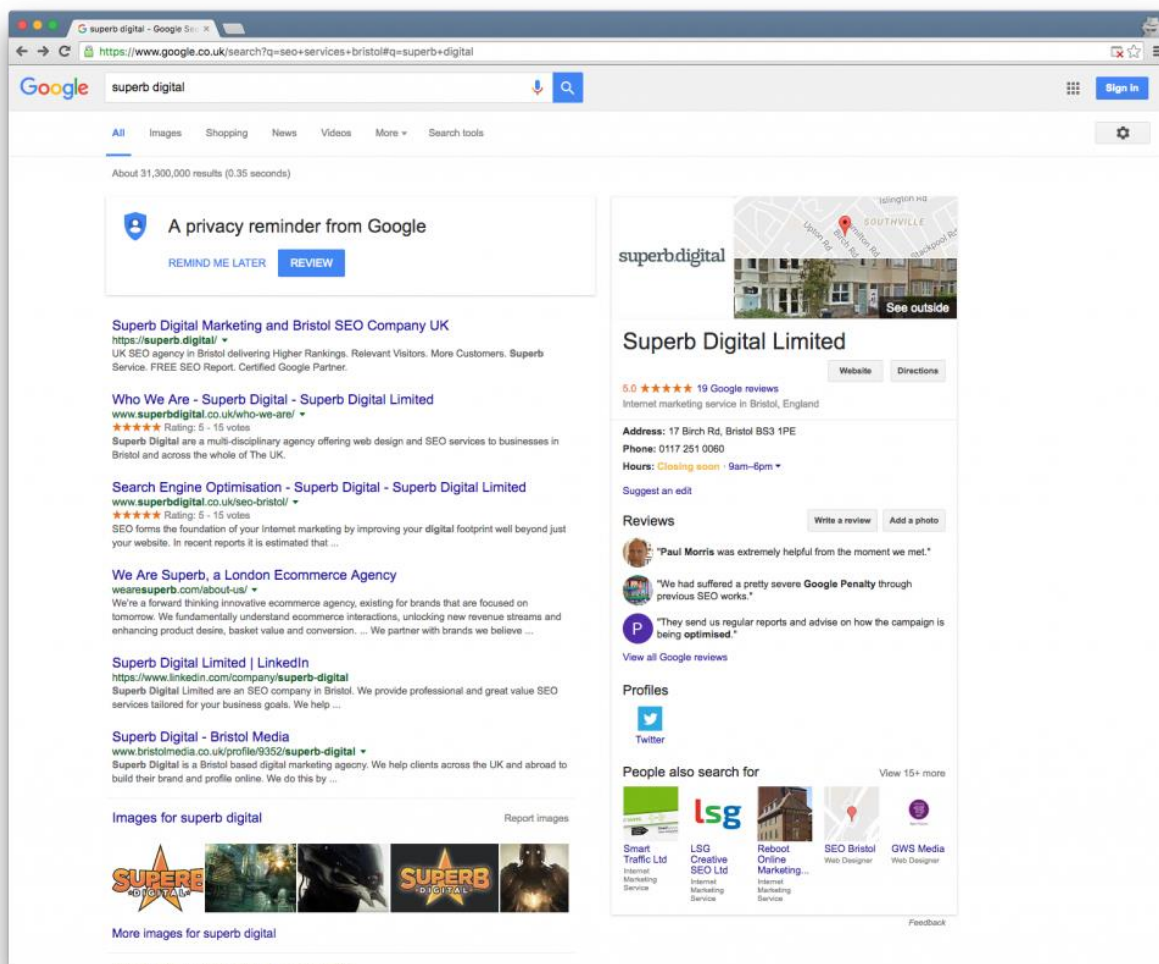
You will now see a prompt on the 'Home' page of your Google My Business listing encouraging you to 'Get more reviews' together with a link which you can copy and send to your clients or customers.



The Alternative (Longer) Way

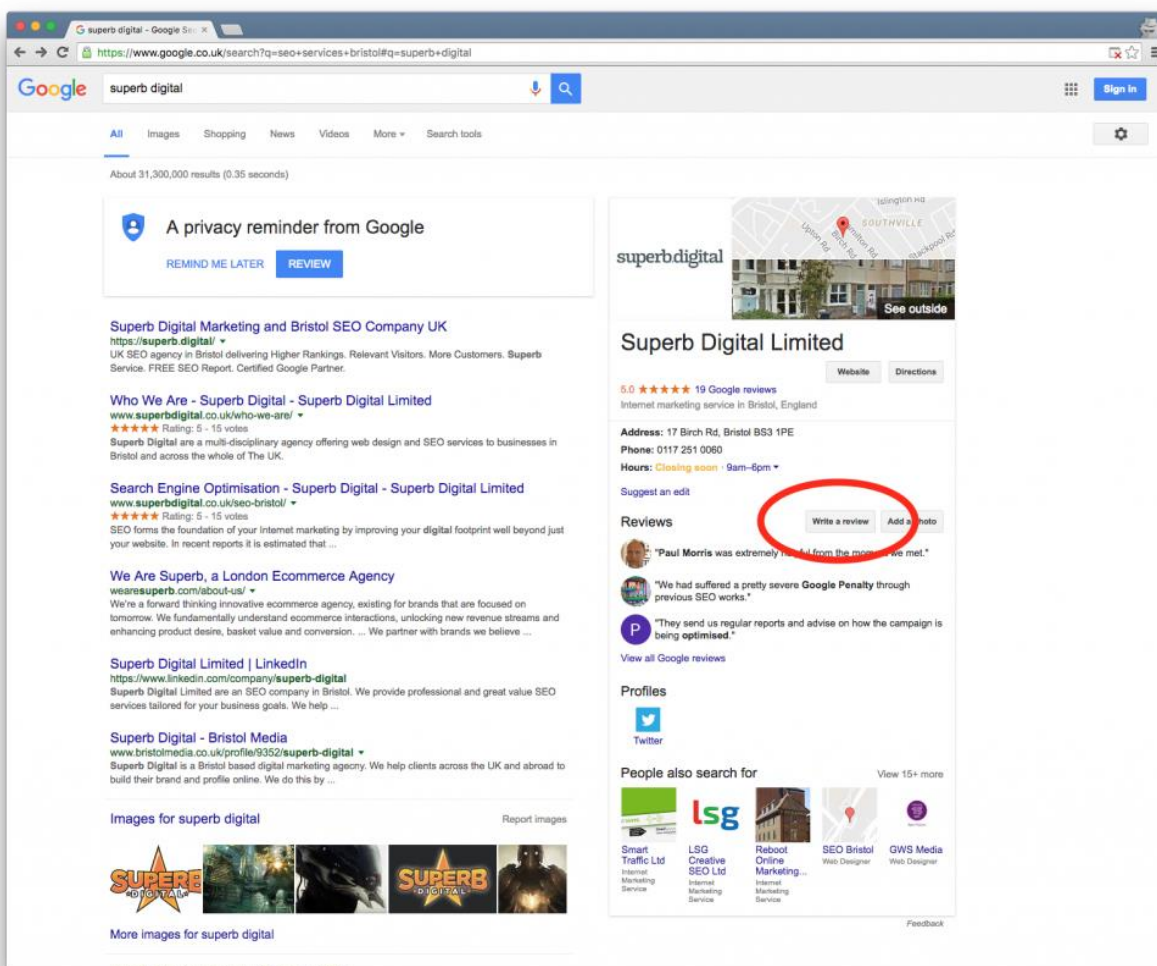
1. Search for your company by name in Google.

Top Tip: If you've got a generic business name you may be hard to find. Add either part or all of your address to your search query and you'll stand a better chance of showing the knowledge graph for your business.



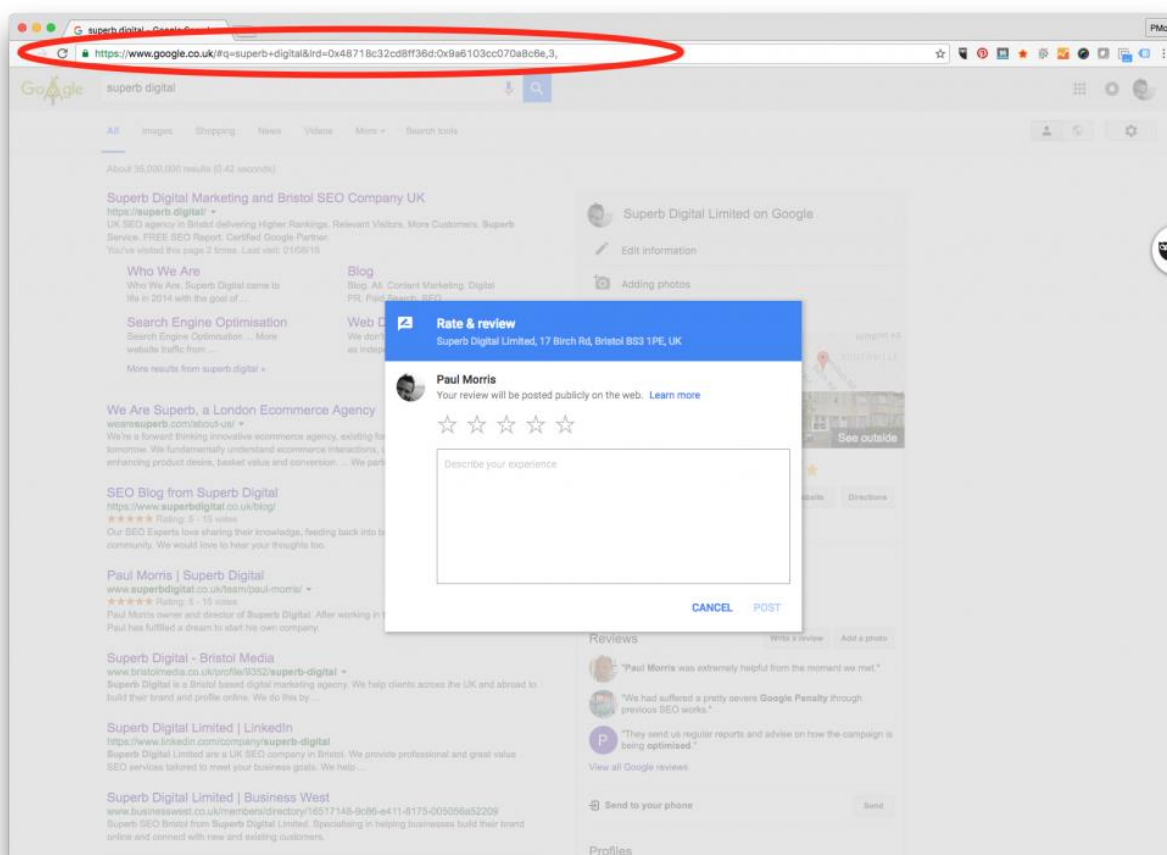
Search for company name on Google

2. Click on the button "Write a review".



Click on write Google review

3. You'll see a Google review box has popped up, copy the URL out of the address bar.



Copy the URL from your address bar

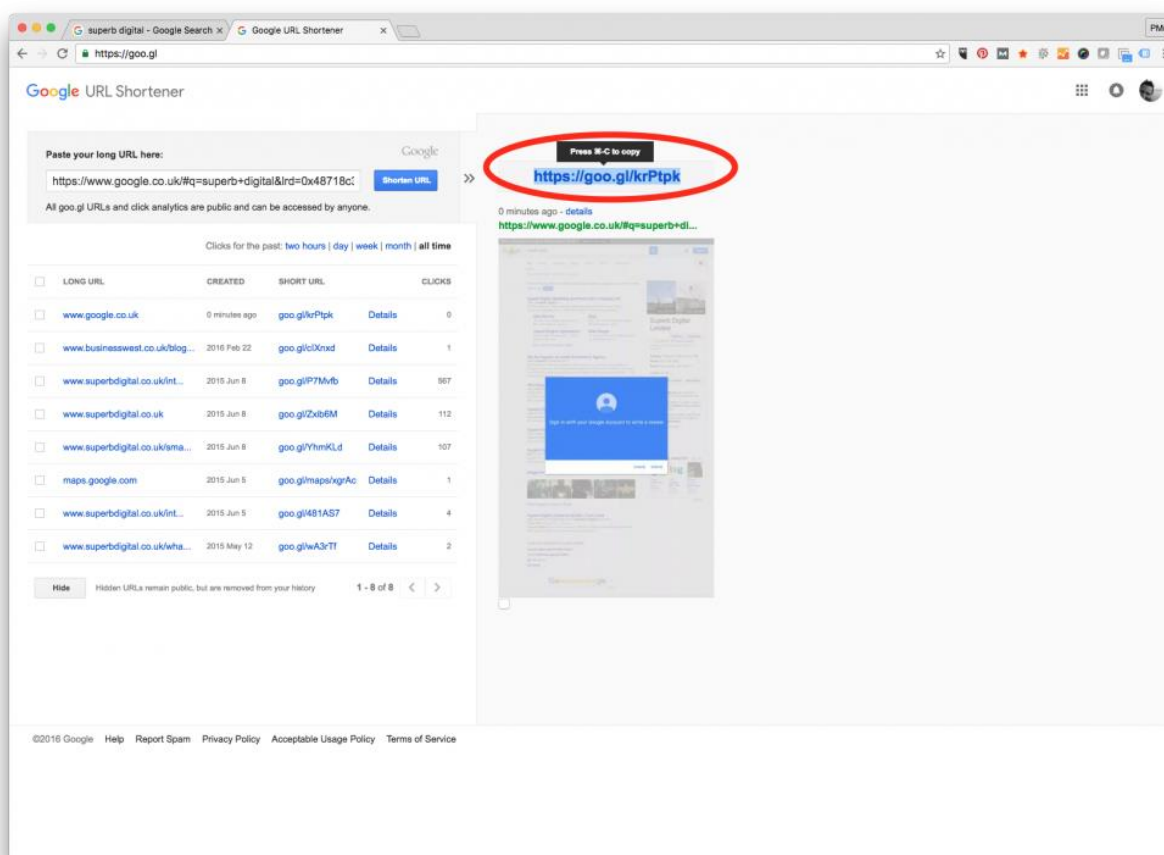
This will give you a URL similar to

<https://www.google.co.uk/search?q=superb+digital#lr=0x48718c32cd8ff36d:0x9a6103cc070a8c6e,3>,

4. Shorten your Google review URL.

To save time and space, use a URL shortener like <https://bitly.com/>.

Copy and paste your long URL into the text box and click "shorten URL". This will give you a URL such as **<https://bit.ly/2naVq7H>**.




5. Send to your clients and start getting Google reviews.

Copy this URL and paste it into an email and send it out to all of your regular clients and to any new clients you do work for from now on.

Create a link for customers to write reviews


1. On your computer, sign in to [Google My Business](http://bit.ly/3nI85ho) (<http://bit.ly/3nI85ho>).
If you have multiple locations, open the location you want to manage.
2. In the left menu, click Home.
3. In the "Get more reviews" card, you can copy your short URL to share with customers.

Mobile

1. On your mobile device, open the [Google My Business app](http://bit.ly/38cVCYN) (<http://bit.ly/38cVCYN>). 

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If you have multiple locations, open the location you want to manage.

2. Tap Customers > Reviews.
3. In the top right, tap Share .
4. Copy your short URL to share with customers.

When customers click your link, they can rate your business and leave a review.

MATTRESS BY APPOINTMENT MINISITE

One of the great things about being a part of Mattress By Appointment is the website that is already built for your business. Setup is easy and it's a tool that customers can go to and learn a little more about your business, legitimize your operation and also book an appointment to visit your shop.

Your website needs info added to it! In the MBA Business Owners portal click on the "Mini-Site" tab.

Profile: Make sure all info listed is correct. Your website address is already pre-populated.

Financing: Upon signing up for your lenders you'll request from them a website link that you will copy and paste into each section of the mini-site.

There is also an appointment setting tool you can customize to fit your schedule. Call your mentor to discuss this before setting up your appointment setting tool.

OFFERUP

OfferUp is a social media application for buying and selling items, similar to Facebook Marketplace. You will need to download the app to your phone. Signing up with OfferUp is easy and done using your Facebook login profile. There are some identity questions that can be answered that give you points that score the validity of your profile. Be sure to answer all the questions and make your profile authentic. This helps the algorithm push your ads to the most viewers and helps you gain trust with prospective customers.

When creating a new ad post, you will want to be sure and only select one photo of a single mattress that does not appear to be in a retail setting. The best photos are those that are in a customer's home, right after you deliver their new mattress! Doing this will bring authenticity and a feel that you are simply a guy/gal just selling a mattress. We do not want to come across as retail on OfferUp! The "title" needs to be simple and create urgency! Here are some example titles that you can use:

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- New Mattress Sets in Stock
- Mattress and Boxspring Sets, New!
- New Mattress Sets King Queen
- Brand New Mattress & Boxspring Sets
- New Mattress Sets
- NEW MATTRESS SETS ONLY FIFTY DOWN TAKE TODAY

Do not use emojis in your title or the description. Your phone number must be separate with symbols or it will not appear, see the good and bad examples below for your reference.

GOOD EXAMPLE: Please note there is no use of emojis in this ad copy & the phone number is separated with the symbols "///". This ensures the phone number does not get hidden.

New Mattress Sets
\$50 Down Plan Available
No Credit Needed
50-80% less than retail stores

King Sets start at - \$275
Queen Sets start at - \$150
Full Sets start at - \$140
Twin Sets start at - \$130
Call David 225///290///4549 Call David

No holds. First come first served and selling quickly.

Same Day Delivery Available

Bad example: Please note the improper use of emojis in the ad. The phone number will be hidden from the viewer and the thumbs up emojis in front of the description & prices will distort spacing when the viewer sees it.

New Mattress Sets
\$50 Down Plan Available
No Credit Needed
50-80% less than retail stores

👍 **King Sets start at - \$275**
👍 **Queen Sets start at - \$150**
👍 **Full Sets start at - \$140**

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👍 **Twin Sets start at - \$130**

225 ☺ 290 ☺ 4549



Call David

No holds. First come first served and selling quickly.

Same Day Delivery Available

Now that you have your ads up and running, you will want to be sure to have OfferUp notifications turned on with your cell phone. You do not want to miss any new leads coming your way! When responding to the potential new customers, keep the urgency and follow the business model as previously described on how to speak with customers via text message or by phone. Your goal should be to set the time to meet a customer and then drive them to the phone to provide your address of your location. If you provide an address over the OfferUp app, you will more than likely have a no-show situation on your hand. Get the customer's phone number so you can make sure they are a legitimate person and then have all future dialog either a phone call or text message conversation.

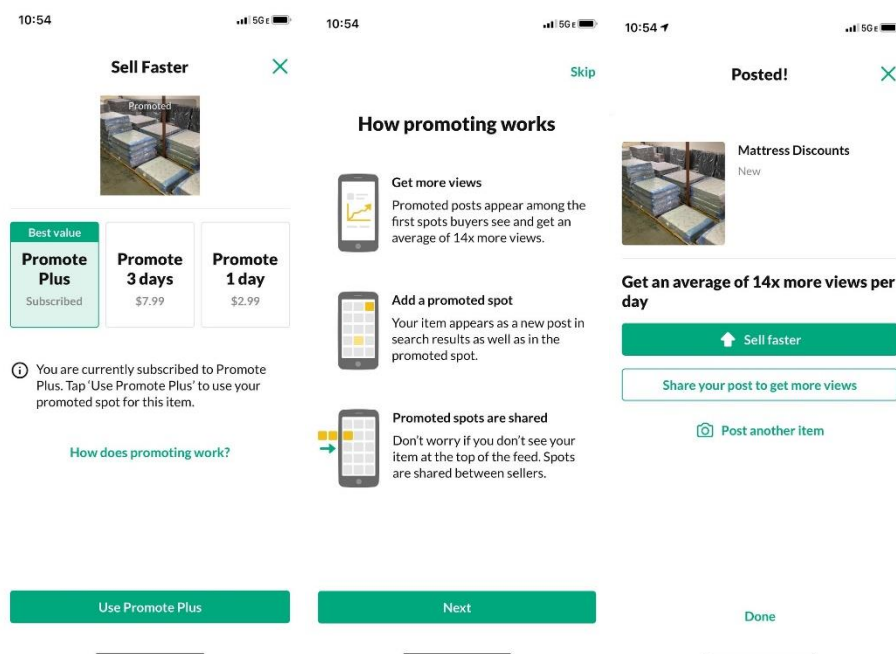
All online or social media selling platforms are always changing or updating their marketing opportunities. At the current time, OfferUp offers you, as a "seller", the opportunity to feature an ad or multiple ads (5) for a nominal fee. Running this "featured" ad is recommended to keep your ads at the top of the customers search results categories. This is a great way to be fully advertised and should be a great return on your investment if followed correctly.

OFFERUP PAID MARKETING

Although changes are constantly made to OfferUp, there is always a paid option to boost your ads performance. Currently there are short term and long term subscription options. The best value for your money is the long term subscription.

Currently the "Promote Plus" is the long term offering. Some accounts have the ability to have 5 promoted items at going at the same time for \$50/month.

The most recent offering of "Promote Plus" for newer users is 1 promoted item going for \$20/month.



NEXTDOOR

What is NextDoor?

NextDoor requires all users to verify their address before joining, so they can be placed in a specific neighborhood. As such, rather than a timeline of friends from all around the world, a person's news feed consists exclusively of fellow neighbors and businesses in their area.

For businesses, this provides a unique opportunity from an advertising perspective, giving us access to a local audience that is not only present, but also engaged in the goings-on around their area. According to NextDoor, 88% of their members shop local businesses at least once a week, while 67% share recommendations with their neighbors.

Their hyper local platform marries perfectly with our business model and building social credibility. This is a growing platform that should not be ignored.

PREPARING TO USE

First, you need to visit www.Nextdoor.com or download the app and "Join Your Neighborhood". You'll want to use your personal information to setup your profile. You'll create a business profile later.

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After the initial signup page and agreeing to the “good neighbor pledge” it’s a good idea to complete their “Get started” steps and add a picture to your profile.

You can now “Claim Your Business” or “Add Business Page” within the app. Alternatively you can visit www.Nextdoor.com/create-business on a desktop or laptop. Typically, you will be able to find your business listed and be able to simply claim it. If it does not appear, then create a new page.

Lastly, go to “Your Page” from your business profile. Make sure the information is filled out as completely as possible and that your photo gallery has a good amount of social credibility built in.

ADVERTISING WITH NEXTDOOR

Next door is primarily a free platform for its users and businesses but there is added value in their paid advertising for many MBA markets. You will need to track your numbers carefully to determine the success of your dollars spent and plan accordingly with your mentor.

First, you need to dig into your current customer base and/or friends and family. You need to acquire at least 5 recommendations on Nextdoor as soon as possible. 3 is required to be seen in the business section of Nextdoor. Having over 5 has been shown to increase engagement by 30%.

Second, you will need the ground rules.

	Personal	Business
Adding general information about your business to your profile (excluding advertisements, specials, or deals.)	Yes	Yes
Responding to requests for recommendations by offering your services as long as you are up front about your affiliation with the business.	Yes	No
Responding to comments members have shared with your business	No	Yes
Posting about your business or service in the newsfeed. Verified businesses can share two posts a month with their neighbors. Learn more.	No	Yes
Posting Local Deals that feature a discount or special promotion.	No	Paid
Posting Local Deals that feature general announcements about a business, events, contests, etc.	No	No

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With the ground rules out of the way it is time to look at the free methods of advertising.

Recommendations

This is more than a review. This is someone recommending your business to their neighbors. Literally the people living in their neighborhood. This holds a lot of weight and should be asked for often like a Google Review or Facebook Recommendation. Ask if they are on Nextdoor. If they are, they probably support local and won't have any problem giving you a shout out.

Create a Post

You can create two posts per month on your business page. Keep them two weeks apart for efficiency. Post on Thursday or Friday between the hours of 5-8pm. The content should have our three hooks (\$150 queen, 50-80% off, and \$40 down) as well as being more conversational and packed with the "buy local" vibe. Great pictures including happy customers is vital. This is more about your business image and being inviting than looking like a retail ad.

Lastly, we have the paid advertisements on Nextdoor.

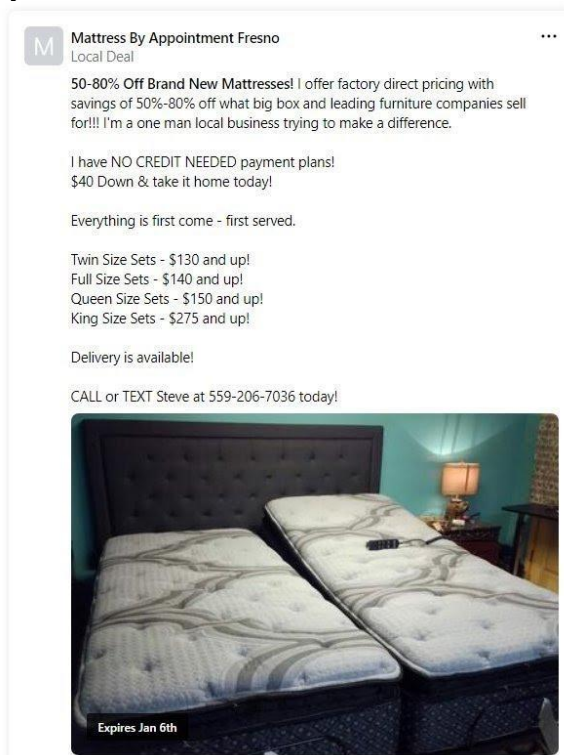
Local Deals -- Recommended

This is where you can promote a more standard ad. As always, great pictures and the non-retail buy local vibe are super important. Use the "Custom Deal" to utilize a custom title. The duration can be set for a minimum of 7 days and a maximum of 30 days. We recommend using a 14-day duration to post a fresh ad every two weeks in an effort to keep engagement higher. You can select an audience radius from 2-miles up to 10-miles with our recommended starting place being a 6-mile radius.

Sponsored Neighborhood – Not Recommended

This would allow you to engage with other neighborhoods beyond your assigned neighborhood. By sponsoring a neighborhood, you gain 2 additional page posts for that neighborhood and a few other perks.

Currently, this has not been demonstrated to be a productive use of your



dollars.

CRAIGSLIST

First, you'll need to create a new Craigslist account at www.craigslist.org. The most often asked question about this platform is: How often do I post an ad in Craigslist? Here is a detailed list of steps to take and the "how to" of setting up an account with Craigslist. [How to Use Craigslist](http://bit.ly/3nh44uj) (<http://bit.ly/3nh44uj>)

Each market is going to vary based on how much competition there is posting mattresses for sale. The main focus for you is to remain relevant in your area or city. You will want to set a goal of remaining in the top 6-8 ads in your category of "Mattress or Mattresses". Some areas will need 3 posts daily to stay in the top 6-8 and remain relevant while some will only need a single post every few days. It's important to make sure that you're dominating keyword relevance (see [Craigslist Relevance](http://bit.ly/38eRsQ1) (<http://bit.ly/38eRsQ1>) for instructions). As it is with almost anything, just doing something is better than nothing. Practicing and diving in is the best way to get started and learn what is best for your area. Craigslist is a vital part of being fully advertised and can absolutely pay dividends on helping your daily, weekly and monthly sales numbers reach new heights.

Craigslist is different than Facebook, Facebook Marketplace and OfferUp in that inquiries will be calling, texting or even emailing you directly, rather than working within

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the Craigslist platform. It will be important to be ready to answer your phone when it rings so that you don't miss an opportunity! UNANSWERED CALLS = MISSED SALES

Good Example of a Craigslist ads

Good Example 1: Please notice there are currently no restrictions on emojis, offers of credit or hiding of phone numbers by craigslist.

😊 **NEW MATTRESS SETS** 😊
\$50 Down Take Home Today
50-80% less than retail stores

225-290-4549

👉 **CALL David**

👉 **Twin Sets - \$130**
👉 **Full Sets - \$140**
👉 **Queen Sets - \$150**
👉 **King Sets - \$275**

Don't wait weeks for your mattress to be ordered. Get it today!
IN-STOCK TAKE HOME TODAY - SAME DAY DELIVERY AVAILABLE

225-290-4549

👉 **CALL David**

This is not a big box store. One man operation with low overhead.

*****No sales people*** I unload the trucks, deliver the mattresses and meet folks at my shopping center location. Call for directions and a time to meet me to test drive your new mattress set.**

Supplies are limited / first come first served

Check out my Facebook Reviews:

<https://www.facebook.com/MattressByAppointmentGreaterBatonRouge>

Good Example 2:

Call or Text Jason (214) 725-8214

I have THE best deals in town!
Top National Name-Brands Available!
One Man Operation Saves you \$\$\$\$\$\$
Twin Mattress and box from \$130
Full Mattress and box from \$140
Queen Mattress and box from \$150
King Mattress and box from \$275

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\$50 Down Take Home Your Mattress Today!
No Credit Check Financing!
Pillow Tops, Plush, Firm, Gel Memory Foam & More!
Supplies are Limited - Don't Miss Out!
Check out our MANY 5 Star Facebook Reviews:
<https://www.facebook.com/MBAMesquite/>
Delivery Available!
Call or Text Jason (214)725-8214

Pay \$50 Down - Take It Home Today!
No Credit Check payment plan!
90-days 0% Interest

Best Deals in Town for NEW King - Queen - Full Sets!

Check out my HUNDREDS of video and picture Facebook Reviews:
<https://www.facebook.com/MBAMesquite/>

BAD EXAMPLES OF CRAIGSLIST ADS

Bad Example 1: *This is a retail style ad. Remember, we are anti-retail. There is ZERO urgency in a \$1877, \$1677, \$1177 price tag....even if it's "on-sale".*

Split King Cool Gel Hybrid Mattress & Adjustable Base w/ 5 Mode Massage, Zero Gravity, Anti-Snore and Under Light Regular \$5197 NOW ONLY \$1877 \$1877 \$1877. ALL Adjustable Beds on Sale NOW! We carry brands like Serta, Spring Air, iComfort, Simmons, Restonic, Beautyrest Black and more. 0% up to 5 years. No Credit Needed financing available. Call/Text 225-361-7070 to reserve your now. While supplies Last!

Split King Reg. \$5197 NOW \$1877 (FREE Delivery!)
King Reg. \$4497 NOW \$1677 (FREE Delivery!)
Queen Reg. \$3497 NOW \$1177 (FREE Delivery!)
- Free 120 Night Comfort Trial
- Free Delivery
- Free 5 Year Extended Warranty on Mattress
- Free 20 Year Extended Warranty on Adjustable Base
- 120% Lowest price guaranteed

No Credit Needed financing only \$40 down take home today!
100 Days Same as Cash!

Bad Example 2: *This is a retail style ad. Remember, we are anti-retail. Advertising an address = zero urgency.*

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Come into Beds 4 Less Mattress Outlet at 1234 Williams Road. We have over 3000 square feet of famous name brand top quality mattresses up to 80% off retail prices. From pillowtops to memory foam, we have it all.

We carry all sizes of mattresses including twin, full, queen and king. Also in stock are box springs/foundations, bed frames, pillows and mattress protectors. We also have the best prices on adjustable frames!

Everything is in stock and can be taken with you at the time of purchase. If you prefer to have it delivered, we work with a local moving company that can take care of getting it home to you.

Ask about our No Credit Needed, 100 Days Same As Cash financing program!

Please visit our website at www.nolabeds.com, call us at 123-456-7890 or come to our showroom at 1234 Williams Road, which is open 10-6 Tuesday through Saturday.

ROAD SIGNS

These are a major part of our business plan and being fully advertised. This is one of the first things you will want to prepare for and something you can do while waiting for your first order to arrive. While we always suggest shopping local for anything you'll need so you can support your community and build relationships with other business owners, there are also some online sources for them. Order 100 road signs with metal stakes now and prepare to order 100 each month for continued placement. If you shop local, make sure they know you'll be there monthly for more. Order Sharpie Magnum black markers to write on your signs. It will take at least two of the markers for each set of 100 signs.

****It's very important that you order these specific markers, as the other sizes aren't big enough to make the letters visible from far away.****

Do not order your signs printed from a sign company. This will create a retail look for your business. Writing them by hand creates an urgency and shows customers that you are a discount mattress warehouse and that you'll be much cheaper than big box retail stores.

Sign size: 18"x24"

Be sure to order them with 18" flutes so the sign will be horizontal when planted.

Stakes: These are called "step stakes" with most vendors. They can be ordered in various heights, but between 24-30" works perfectly.

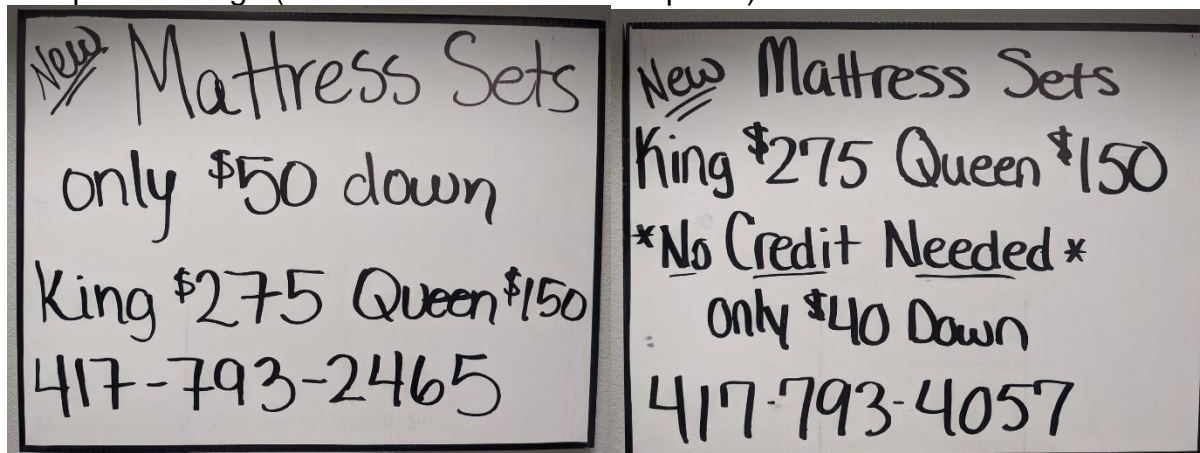
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Link to AGE Graphics 100 ct signs and metal stakes:

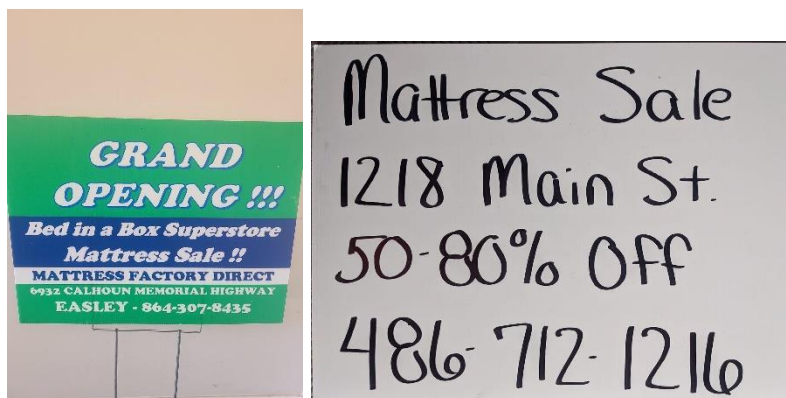
<https://securepayment.link/cheapyardsignsage/?fbclid=IwAR1Ee4greQh0Xn4xpAwledF eBm9EmH0C0FIZkUh4TX8uyCcz-CTYpYDm6yg>

You will fill out the shipping and credit card information. This is automated to ship a quantity of 100 stakes and signs when submitted

Sample Yard Sign (More available in the MBA portal):



Bad Sign Examples: *Please notice the printed sign.* That is a retail sign. We are anti-retail. There's not urgency in a professionally manufactured sign. The second sign advertises an address. No urgency in an address. There is also not a strong enough call to action in either sign. 50-80% off is listed in one sign. No mention of no credit needed or starting price. Both signs alienate 2 of our 3 buyer types.



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SIGN PLACEMENT

How many signs should I be using?

You should plant 25 signs per week at a minimum. Always keep some in your delivery vehicle so you can place 4-5 on each delivery that you make as well. Sometimes customers will allow you to place one in their yard when you deliver to them, so make sure to ask.

Where should I put my signs?

Apartment complex entrances/exits

Fast food drive thru areas

Big box store entrances/exits such as Lowe's, Home Depot, Walmart, Costco, etc...

Stop sign intersections

High traffic areas of your community

School bus stops

Areas where traffic backs up regularly

Friday nights and holiday weekends are great times to place signs because apartment complex managers and city workers will leave them over the weekend for an extra 1-2 days.

Remember that your signs aren't permanent. They will be pulled up by competition, city workers, and property managers. Don't assume that once you put a sign somewhere that it's there forever.

FLYERS

The word flyer often evokes the image of lost puppy notices and paper tumbleweeds rolling down the street. It's an "old school" method of advertising that takes boots on the ground to get it done. You'll need to work this into your schedule and find a routine that has you consistently putting out 25-50 flyers week after week. This may seem like a gargantuan task if bulletin boards and telephone poles is all you can think of but flyers are a much more robust advertising method than meets the eye. There are three methods used when advertising with flyers and they each have different places to put them.

Standard Flyers

Place them in stacks, tape them to things and thumbtack them to bulletin boards. There's hundreds of locations to put them in the smallest towns you've just got to know where to look. Great targets include but are not limited to: Coffee Shops, Sandwich Shops, Sports Bars, Gyms, Ice Machines, Water Machines, Coin Machines, Redbox

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Machines, Drive Up ATM, Walk Up ATM, Bus Stops, Book Stores, Pharmacies, Grocery Stores, Hair Salons, Massage Parlors, Auto Shops, Car Washes, Laundromats, Apartment Laundromats, Apartment Dumpsters, Storage Facilities, U-hauls, Colleges, Libraries, Public Bulletin Boards, Shopping Cart Returns, Dog Poop Baggie Stations, and Restroom Stall Doors.

Partnership Flyers

You'll need some people skills for this. The idea is to work with local businesses to get your flyers beyond the front counter. We want to get them into the break rooms of businesses, move in packets of apartment complexes, attached to pizza boxes, passed out by chiropractors and included on real estate agent's open house counters. Think beyond the bulletin board and liquor store counter. Build some relationships and level up your flyer business.

Door Hangers

If you've managed to tackle both Standard Flyers and Partnership Flyers and you still have time left for more door hangers can be a great source for a few more incremental sales. Print out 500-1000 of them through your favorite discount printer to target apartment complexes and places with townhomes. With a condensed community you'll be able to cover more doors in less time vs a normal single family home neighborhood. Make sure you securely place your door hanger so you don't create trash flying through the community.

Sample Flyers:

Sample Door hanger:

A sample door hanger for Mattress by Appointment. It has a red background with a large white clock icon at the top. Below the icon is a white rectangular box containing the company logo, sale details, and contact information.

 **MATTRESS**
BY APPOINTMENT®

MATTRESS LIQUIDATION SALE

PRICES 50-80% LOWER THAN RETAIL!

King sets start at \$275

Queen sets start at \$150

\$40 Down Payment Plans!

NO CREDIT NEEDED!

The BEST Deals In Town!

SAME DAY DELIVERY!

**YOU WONT FIND THESE PRICES
IN RETAIL STORES!**

Call NAME at (123)-456-7890

www.facebook.com/storename

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BUSINESS CARDS

Order from a local print shop or online via a business such as VistaPrint in a quantity of 500-1000. You'll find a recommended design in the portal and in this manual. Hand out to each customer with their receipt and explain your referral program. Put on any bulletin boards you can find in your community. Hand out to customers who choose not to purchase from you so they have appropriate contact information if they wish to return.

Sample business card format (More available in the MBA portal):



REFER A FRIEND AND RECEIVE \$25

I was referred by:

Name: _____

Phone: _____

***Referrals apply for purchases of \$300 or more.**

\$40 DOWN & 100 DAYS SAME AS CASH! - NO CREDIT NEEDED!

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REFERRALS

What kind of delivery reputation do you have?

- The only real long-term way to develop long term referrals is to under promise and overdeliver with all of your customers.
- Make sure that you provide a positive experience so that the current customer would refer you the same way they would refer a good movie.
- You must commit 100% in developing a business that creates experiences that create referrals (think long term).

1. MINDSET FOR REFERENCES

- The referral is the easiest prospect in the world to sell. The real secret is how to get them!! Simple two words: EARN THEM.
- Being the least expensive will not get you anywhere if the prospect has no confidence to buy. Many times the low price scares the potential buyer.
- Learning to sell and develop more referrals is always based on 2 things:
 - Delivering a great experience
 - Develop a relationship of trust

KEY POINT: A referral from a happy client is 100% more likely to buy a larger ticket item. Treat them like gold because they are your easiest sale after repeat buyers.

KEY POINT: Be willing to offer an incentive of \$25-50 to the person who sends you a referral. In the business card section of this advertising plan you'll see where those come in very handy for this!

2. SOURCES FOR REFERRALS

- 1. Current Customers
- 2. Other Business owners
- 3. Generic -- Situational

- Current Customers -- people who have had a good experience are very likely to share what they have bought with friends.
 - You must ask for help in referrals. ASK what their family needs, or about their friend's needs. Send or take a flyer to their workplace!!
 - **** The most effective time to ask for a referral is right as the new customer is taking delivery of their new mattress set. Ask them who they know, and explain your incentive program for referrals ****
- Other Business Owners -- share a referral with them. Introduce yourself and your business to them. This type takes some time. Be willing to commit to cultivate.
- General -- These are situational. Wherever you are, be prepared to share what you do (30 Seconds). When you talk to someone, they should learn what you do in a friendly way.
 - What is a "30 Second Personal Commercial"?
 - "My name is _____, I make mattress buying easy by saving folks 50-80% in price and time. Who do you know that might need my services?"

KEY POINT: when you meet a person, by asking "who do you know?", they may identify themselves or a friend. Either way, you have a potential prospect.

RESPONDING TO REVIEWS

The first rule of responding to reviews:

Respond to ALL reviews! Your customer spent the time to login, find you and type something nice about you. They may have simply left a 5 star review with no words but they didn't put the effort in to give you a review. It's time to thank them for their review!

How do I respond to positive reviews?

Respond fast! Thank them! Make it personal if you remember little details about your interactions such as where they came from, if you delivered, they picked up or you solved a problem for them.

"Thank you so much for your kind words Stephanie! Sleep well friend!"

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"Thank you. Jennifer! I'm so glad we met and I was able to get your new luxury pillowtop mattress set delivered to you the same day you moved into your new home! Sleep well and call me anytime 225-222-2222"

"Thanks for making the drive all the way from Timbuktu Charles and Lisa! I know the savings were worth it and your sleep tonight will be peaceful"

How do I respond to negative reviews?

Respond fast! Always show sympathy and request they call you!

"Steve I am so sorry to hear this! I love taking care of my customers and want to help you right away. Please call me as soon as you get this message. I'll also call/text you now! My cell is 225-222-2222"

If a customer texts me a question after the sale related to being unsatisfied should I text them back until the problem is resolved?

No! This is always a phone call.

You do not want your text conversations to become screenshots on a negative review. You also want to get that person on the phone so they can vent their frustration or dissatisfaction to you. Listening to a complaint often helps the customer feel better knowing they spoke directly to the owner.

DO NOT ADVERTISE

Over the years, Mattress By Appointment business owners have pushed the boundaries and experimented with many advertising ideas not included in this business plan. They aren't in here because they either don't work or the return on investment was too low for it to be considered an effective way to market for potential customers. Below is a list of advertising methods to avoid!

- Billboards
- ValPak
- Radio
- Sponsoring sports teams
- Sponsoring events
- Sponsoring golf tee boxes
- Community event banners
- T-Shirt Sponsorships
- Calendar Sponsorships

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- Magazine Ads
- Restaurant / Table Top ads
- Google AdWords
- Grocery Store Receipts
- Yelp paid ads

PHONE CALLS

Phone Calls = Your BEST prospects

- **When possible, always answer!**
*This keeps you in control and keeps prospects as buyers. When you call someone back who left a message, you are **50% LESS LIKELY TO MAKE THE SALE***
- The purpose of the phone call is to create a sense of urgency, explain to the customer that you have more than one mattress for sale and how they can go about getting one. **(Set the appointment)**
- **PRO TIP:** If you just can't answer it might be a good idea to forward your calls to a spouse or friend who can pick up and set the appt. Missing calls hurts sales! Calling people back costs you money.
- If you are absolutely unable to answer your phone, it might also be a good idea to have an automated or pre-scripted text be sent to the customer. "Hey, I can't talk right now. Are you calling about the mattresses?" This will keep the customer engaged until you can call or message them back.

POINTS TO MAKE ON THE PHONE/VIA TEXT/IN MESSAGES

- *Not many left, flying out the door, 1st come, 1st served (urgency)*
- *I set up times to meet with people (don't have business hours)*
- *50-80% off retail prices*
- *One Man/Woman operation (no business hours)*
- *Mention the payment plan (small down payment takes it home same day)*
- *Inventory in stock (sleep on it today)*
- *Queen sets start at \$150*
- *King Sets start at \$275*
- *Delivery is available or you can take it home, same day!*

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SAMPLE PHONE CALL

This is not a script but only a sample. This should flow like a conversation. The prospect will try to ask you specific questions. Your goal is to be vague and set up a time to meet. Remember that the person asking the questions is the one leading the conversation.

Example:

You: *"This is the mattress guy/girl (your name), how are you today?"*

Prospect: *"Great, how are you?"*

You: *"I'm doing so good I can't stand it" or "living the dream" or anything catchy that can break the ice and get them smiling/laughing*

Prospect: *(they laugh) "I'm calling about the mattress, do you still have it?"*

You: *"Yeah, I do...I had a bunch and don't have a lot left, everything is brand new, 1st come 1st served. What size are you looking for?"*

Prospect: *"Queen"*

You: *"Busy week for Queens! I still have a few available. I have sets that start at \$150 and go up from there, everything is at least half what you pay in a store. Since I'm not a store I am just setting up times to meet people one at a time and everything is 1st come and 1st served from there. I have a 4:00 or a 6:00 available today, which do you prefer?"*

Prospect: *"6:00"*

You: *"Sounds good, I'll add you to my calendar for 6:00. Is this your cell? If so, is it ok if I text you my address to this phone number?"*

Prospect: *"Yes it is!"*

You: *"Perfect, I will text you the address as soon as we hang up and I will see you at 6:00 today, Thanks!"*

[Here are six sample phone conversations \(http://bit.ly/2XekmcQ\)](http://bit.ly/2XekmcQ) of prospective customers that want a mattress. Even as the calls vary, notice the similarities and the underlying script.

QUESTIONS YOU CAN ASK PROSPECTS DURING THE CALL

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The below questions will help you do three things. Take control of the conversation, build trust and gather more info. Depending on your personality, how much time you have, and how the prospect is acting, you may or may not ask some or all of the questions.

- *How did you find out about me and my mattresses? “Oh yeah, I get lots of customers from _____”*
- *What size are you looking for?*
- *Do you need a box spring?*
- *Where do you live “oh cool, I have lots of customers from that area”*
- *Did you see I have a payment plan?*
- *What time do you get off work today?*
- *What part of town do you work in?*
- *Who is sleeping on the mattress? Is it just for you? Or you and your significant other?*
- *Have you been to the stores and seen the outrageous prices for mattresses?*
- *Have you seen my videos/reviews yet? “Oh my goodness, I have tons of them, you have to see them”*
- ****What’s wrong with your current mattress? Why are you getting a divorce from it? (if they have tossed it, or are sleeping on the floor, this is good to know)*

PHONE TIPS

- It needs to flow like the conversation, not a prewritten script.
- Always smile, keep it light & casual. Jokes always help! They will feel your vibe. You can’t force an appointment.
- It’s all about your vibe- it’s less important what you say and more important how you say it.
- You can always change the subject by asking a question.
- Stay away from using the word appointment. Instead tell them, “I’m setting up times to meet with people.”
- TRY TO AVOID GIVING A PRICE RANGE. You will set fewer appointments.

- This is a practice that takes time to master.
- Remember you should be setting 55% on average. Some days it seems like you set them all and some days it can feel like you miss them all. Never judge your success on a given day or week. This is a longer term average.
- **DON'T PREJUDGE PROSPECTS**, most people are interested in the \$150. That is the bait to get them in the door. Just set the appointments like they are going to buy your \$950, oftentimes they will.
- I would recommend writing out your phone approach on a note card and laminating it. Keep it with you always so you don't get caught without an outline handy.
- Roleplaying with your Mentor is always a good idea.

AFTER YOU SET THE APPOINTMENT

Right after you set the appointment you are going to want to send them three or four texts.

Text #1- *I look forward to meeting you at 1pm today- My address is _____*

Text #2- *Easy directions- including landmarks or stores they will know about "right next to Papa Johns"*

Text #3- *a map*

Text #4- *I accept cash, credit and also have a \$50 down, no interest for 90 days, payment plan. If you are considering the payment plan, bring your ID, Debit Card with at least \$50 on it, your routing number and your account number.*

CONFIRMING THE APPOINTMENT

After you have spent time and effort advertising and creating urgency to set the time to meet the customer, it is crucial that you confirm the appointment and keep the urgency all throughout the conversation. We want to give the impression that we are not just waiting at the warehouse for our customers to walk in, instead, we are sending the message that we are going out of our way to meet them at the agreed upon time.

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Most dealers like to confirm appointments about 1-2 hours before they drive out to the shop, depending on how far in advance you set it and how far from your office you live.

Example:

- *Text, "Hi John, are we still on for 11am? or "Hey John, I am on my way to the warehouse, you still good to meet at 11:00? Please confirm and I will meet you then, thanks!"*

If no response after 30 min to an hour, text "???" or *"Hey John! Before I head that way, please confirm you are good to meet at the 11:00 time slot. Did you get the address ok?"*

If no response after another 30 min to an hour, *"Hi, since I'm not hearing back from you I am assuming our time to meet has been cancelled. I understand things can come without notice. Thanks for considering me. Please let me know if I can help you in the future."*

Oftentimes after that third text they will respond with "I am coming" so make sure you send it in enough time to still be able to get there in time. After the customer confirms, text, *"Alright, I'll see you then. Don't forget, if you're at all interested in that payment plan, just bring your ID and checking acct #. Either way, see you in a bit!"*

TEXTING/MESSAGING PLATFORMS (FB, 5MILE, OFFER UP)

Your prospect will initiate the conversation with several different opening messages. Your strategy will always be the same. The goal is to let them know you still have some left (urgency) and to figure out what size they need.

Example:

"Yes, I do still have some left, what size mattress do you need?" or "Depends, what size mattress are you looking for?"

"Queen"

- *Queen sets start at \$150 and go up. Everything is 50-80% off retail and brand new and selling out fast. Not many left. I'm setting up times to meet people, I have ____ and a ____ open today, which do you prefer?*
- *It was a busy week for Queens! I had a whole bunch of them flying out the door. I have a few left. Everything is 50-80% off, brand new and in plastic. I'm not a store exactly I just set times to meet people and then it's first come first served*

from there. What's best for you, or morning or afternoon? (this answer will vary per size)

QUESTIONS THEY MAY ASK, AND SOME SAMPLE RESPONSES

As you become a stronger/more mature dealer you may/will slightly alter these to fit your style and personality

- **I Just want the total price, how much is it?**

"Queens start at \$150 and go up from there depending on availability and what feel best for you? I have a 1:00 or a 4:00 time slot available today, which is better for you?"

- **Is it soft or firm?**

"Like I said, it just depends on what feels best for you, I have everything except air mattresses and waterbeds! My day is filling up fast! Is today or tomorrow better for you?"

- **Can you just deliver it and I pay you when you arrive?**

"Well friend, I have several options, they start at \$_____ and go up. You will want to come out and test them out before you buy. I have a _____ and a _____ open today. Which do you prefer?"

"Sorry, I don't deliver sight unseen, it is best to come in and try out the options to see what feels best for you, best options don't last long. Everything is first come, first served! I can meet you at 4:00 or 6:00, which is better for you?"

- **Where are you located?**

"(Give the general area). Since I'm not a store, I'm setting up times to meet with people and its 1st come 1st served from there. I can do _____ or _____ today. Which do you prefer?"

"I'm in Murray, 45th and State St, are you familiar with the area? Like I said, I just set times to meet people and then it's FCFS from there. I only have a few time remaining today, I have a 4:00 or could possibly squeeze you in at 5:30? Which is better for you?"

- **What brands?**

"I get truck loads of mattresses by top manufacturers only and clear them out almost immediately, would you like to meet at _____ or _____ today?"

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"Everything is made by top manufacturers, but with a private label like a "store brand." I work with a big network of dealers and doing this way saves you money. How soon are you looking to get a new mattress?"

- **Do you deliver?**

(couple options you can choose from here)

1. *"Yes, delivery is included in the \$50 down plan"*
2. *"Delivery is _____ to most local areas" (This will allow you to adjust the delivery charge if/when needed)*
3. *"Yes, delivery is available, what city are you in?"*

- **What time do you close? What are your hours?**

"I'm a one man/woman operation and don't have business hours, I just set up times to meet people and everything is first come first serve from there. I have a _____ and a _____ open today, which do you prefer?"

- **How much for a queen pillow top?**

"Lots of options, they are selling fast. It's best to come in and test them out. I have a _____ and a _____ open today. Which would you prefer?"

- **Do you have a specific brand/model?**

"I get these in by the truck load and clear them out almost immediately. Everything is brand new, and half what you'd pay in a retail store. I just set up times to meet people and everything is first come first serve from there. I have _____ and a _____ open today, which do you prefer?"

- **How does the payment plan work?**

"Almost everyone who has a checking account is qualified for the 90 days no interest interest payment plan. \$_____ down, takes it home today."

"NO CREDIT NEEDED, "\$40 down and 100 days zero interest payment options available. Just need a job, checking account, with a traditional bank, and a driver's license to apply. Do you have that?"

Facebook, Offer Up Messages and Text message tips and tricks

1. Just because you can fire off a thousand words in two seconds does not make it a good idea. Be sensitive and make sure to take a couple minutes before sending that message to not scare your prospect.
2. When using Offer Up, or LetGo- if you send your prospect a link (maybe to your Facebook Page) or a phone number, sometimes a platform will not give the prospect a notification. It is a feature to keep everyone on their platform. So,

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include a separate thumbs up message at the end which will send a notification and then they can see your neighbor, link, etc.

Text or Calls? (Which is best?)

We need to be good at both. Sometimes, we just can not pick up the phone. We might be with a customer, or at a personal event.

- People you actually speak with on the phone will be more likely to buy,
- You can build trust and report faster with them over the phone than you can via text messages.
- You can set the appointment faster by talking over the phone.
- Texting is easy and can be done anywhere.
- Most of the younger generation prefer to text, rather than speaking on the phone. It will be important to be flexible in your approach with your customers.
- A good number of our customers are not comfortable speaking on the phone, or are simply not able to talk on the phone due to work or other circumstances.

PRO TIP: HOW FORCE LEADS TO CALL YOU!

This is an advanced technique

As you get better on the phone, you **may** choose to force all leads to call you. The benefits are that you are only speaking with the most interested people and setting appointments/building relationships over the phone is faster, easier and works best. It cuts through a lot of messaging back and forth with people who will not buy.

Example for all messaging platforms:

You: Yes, I do still have some left. What size mattress do you need?

Them: Queen

You: Queen sets, mattress and box start at \$150

... I do still have the \$50 Down plan

... Call me on my cell for more info 214-725-8214

... They are selling fast, 1st come 1st served.

(obviously you would also have a King, Full and Twin response)

If they text you: Dial them immediately!

SETTING UP YOUR VOICEMAIL

"Hi, this is _____. I'm not available at the moment, if you are calling about the mattress, I do still have some left" (**YOU SHOULD NOT HAVE A PROFESSIONAL SOUNDING VOICEMAIL.** Our plan works because we are anti-retail)



Refuse the urge to say, “Good afternoon, this is John with Mattress by Appointment, sorry I missed your call, please leave me your name and number and I will return your call as soon as possible, thanks!”

URGENCY, URGENCY, URGENCY

- Urgency is at the core of everything we do in advertising, on the phone, in texts and messaging platforms and in the showroom.
 - Had a lot, not many left, queens have been flying out the door!
 - 1st come 1st served, best options are going fast!
 - Not sure what will be available later this week, is today or tomorrow better for you?
 - My day is filling up fast! I have a 2:00 or I could squeeze you in at 5:00? What’s best for you?
 - I have a customer walking in, let me know if 4:00 or 6:00 works best for you, thanks!
- Schedule the appointment for today or tomorrow at the latest! This is counter-intuitive for many dealers but the further out you set the appointment, the less likely they are to show and/or they will find a mattress somewhere else! By just limiting appointments to same- or next-day, you will get more buyers than shoppers, have less aggravation, and be able to ratchet up urgency (eg. “Okay, I don’t set appointments that far out because I don’t know if I’ll have any queens left by Sunday, if you can’t come any earlier, give me a call Saturday evening and if I still have any left, I’ll try to squeeze you in.”)

SCHEDULING TIPS TO REMEMBER

- Give them two choices. “Does 11am or 3pm work better for you?”
- Schedule appointments every 60 minutes in the beginning, then 45, then 30.
- Set appointments at least 1-2 hours out, or next day max.
- Don’t try to sell a mattress over the phone- just set the appointment.
- Keep the conversation brief and to the point.
- Keep the customer engaged with questions that dictate a response and help the customer feel like they are “in control”.
- You don’t have to answer every question that is asked. Keep the conversation moving and set the appointment!
- Our goal is to get heads on beds. We sell off of feel and value!
- Track your lead source, track your call/texts vs appointments set.
- Find a calendar that works for you, whether it be the old fashioned day planner or google calendar on your phone/computer.
- Schedule customers back to back so that you are using your time wisely. This also helps urgency in the showroom as customers see that you are busy and selling mattresses to others.

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- Schedule time that work for you and your customers. You are a business owner and you are in charge of your schedule and your time.
- Remember to make time for important things in your personal life.

Selling

Very Important to have your sales desk and chairs at the front of your location. Having your desk at the entrance of your location allows you to greet the customer, slow the sale, and build rapport before the shopping starts.

The process from the moment a customer enters your location can have a huge impact on your sales and profit. If a customer walks in and immediately starts looking at mattresses, this will lead to lower closing ratios, lower gross ticket averages, and lower profit. You want to slow the sale, build rapport/trust and make the customer comfortable with your sales process. You want to close as many sales as possible while maximizing your profit. The sales process can be broken down into 5 basic steps:

1. Greet the customer and have them sit down.
2. Build Rapport/Gathering Information (Make a 5 Minute Friend)
3. After building rapport, pitch/sell the financing(Payment option/\$40 Down Option)
4. Demo the mattresses and find the perfect fit for your customer.
5. Close the sale!

1. Initially, greet the customer at your door with a smile when you introduce yourself.

Tell the customer to grab a seat and sit down at your desk. The customer should follow and sit down as well. Remember, your customer has most likely chatted with you online or called you from a road sign. Some will be skeptical/uncomfortable when they walk through your door. The first objective is to build trust and lower/calm their anxiety level once they have entered your location.

2. Build rapport and make a 5 Minute Friend- after introducing yourself, talk about something non-business related. It is very important to take a minute to engage

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and build rapport with your customers. People buy from people they trust and feel comfortable around.

Example: Do you guys live locally? What type of work do you do? Where did you move from? You can talk about vehicles, sports, etc. Find a common ground with the customer to put them at ease. The Customer will typically open up and tell you why they are looking for a new mattress. (Needs, Issues, Problems, etc)

3. After building rapport, you need to switch from general conversation and start the mattress discussion while you're still seated.

Example:

Dealer: "I could talk to you guys for an hour. You were looking for a queen, right?"

Customer: "Yes"

Dealer: "Is the new mattress set for you or a guest room?" (Determine what they are shopping for. This may determine the level/price of mattress they purchase. Most guest room purchases are mid to lower end sets. It also gives you an opportunity to upsell by having them move their current mattress to the guest room and buying something for themselves.)

Dealer: "What do you like / dislike about your current mattress?" (This gives you hot buttons during your sales process. Common customer responses: My current mattress is- too firm, too soft, hurts my back, too hot, too old, etc. These types of responses will help guide you during your sales process to the perfect mattress for that customer).

Dealer: "Were you guys looking to purchase something straight out, or interested in taking advantage of the \$40 down option? (before they can reply) The reason I ask is because, if that's something you think you may be interested in, what I do first is input your info. That way you can see what you're approved for and what your payments look like. Then, when we start looking at all of these mattresses, you can decide at that point if you would like to use your approval or just pay cash."

Most approvals are \$1000 or greater. If you have a low approval amount, try a different lender. Higher approvals will give you more flexibility with your customer. You may need to adjust your sales presentation based on maximum approval amount. **Utilizing your lenders makes a huge impact on your**

closing ratio and gross sales/profit. Many top grossing dealers are over 70% finance compared to cash/card.

Most customers will choose to proceed with the approval process because they are already sitting down. Sometimes you will have to push back due to various reasons. One of the most common objections is fear of being declined.

Example:

Customer is embarrassed of being declined by the lender.

Customer response: "I don't believe I'll be approved" or "I think I just want to look and see what you have."

Your response: "I understand. My lenders aren't credit based lenders. They do not lend off of credit score. They use a different algorithm for approvals and I see many applications approved. I have had people with perfect credit declined and I've also seen people with bankruptcies approved. It only takes a couple minutes and I'm happy to try if you will give me an opportunity. Worst case scenario, we are back where we started and we just work with your cash budget." This type of response helps put the customer at ease and they will typically proceed with the application.

Once you have received an approval for the customer, show excitement. "Hey! That was quick! You were approved for \$3000. I don't even have a set in here that costs that much." You'll see the customer smile and relax.

Next, you will start your mattress sales presentation.

*Always try each of your lenders if the customer is declined. One lender may decline a customer and the next may approve them. If the customer is declined by all lenders, let them know that it happens sometimes and it isn't a big deal. Keep a positive attitude and move on to your mattress sales presentation. (See Financing section for tips on increasing approvals).

MATTRESS SALES PRESENTATION- LEADING THE CUSTOMER DO NOT TAKE THEM TO THE LEAST EXPENSIVE SETS FIRST!!

4. Your sales presentation may vary depending on what type of mattress the customer is shopping for.

- Master Bedroom- you can use top down selling. Meaning you will start with the top of your lineup and allow your customers to work themselves towards the

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middle of your lineup. They will typically buy in the middle to upper end.

- Guest bedroom/ Fulls/ Sub \$700 approvals- start the customer in the upper to middle of the lineup. If they need a full, start at your best in stock full set.
- Twins- start in the middle to lower end of the lineup, depending on size/need.

When showing your lineup, customers will often press on the ends or start asking questions about price as you are showing the different models. One easy way to overcome this is by taking customers to your 6, 7, and 8 spots in the lineup. These 3 models have varying feels (Plus, Firm, and Medium). Instruct your customers to try all 3.

Example: "Hey guys, do me a favor. I want you to lay on each of these mattresses. One is plush, one is firm, and one is more of a medium feel. If you sleep on your back, lay on your back. If you sleep on your side, lay on your side. Let me know which one feels the best to you and that will give me an idea of which other mattresses to show you." (When your customers start to lay down, walk away and give them a couple minutes to try each mattress. Customers sometimes feel very vulnerable/awkward when laying down in front of someone).

This process will help the customer build ownership with the mattresses because they are actually laying down (similar to test driving a new car). It will also force them to start choosing a mattress which leads to them actually buying. Once they have made a choice, ask them to lay on your 9 spot last. "A lot of people that like that set also like this one as well. Jump up here and see what you think." This process guides the customer to your most profitable mattress while keeping them in the middle to upper end of your lineup, therefore increasing profits.

Be mindful of what you say and how you say it during the sales process. The nuances in your pitch can have positive or negative effects on your sale. You can also cause objections in the sale process by how you ask questions.

Example:

Dealer: "How does that feel?" This is a good question because the customer will tell you if it's too soft or firm. Or, you may say, "Is that too firm?" This is a bad question. The customer may like that mattress, but now you've inserted the objection into their mind. It was perfect, but on second thought, it may be too firm now that you mention it. Always ask open ended questions when discovering a customer's needs.

At this point, you will start discussing price with the customer. If they hesitate, show them the payment. Most will buy at this point because they like the mattress and the

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payment. If they are still hesitant, start your negotiation on price or simply move them to a lower cost set with a more comfortable total price and payment.

It's important to ask questions and listen to what the customer says. Asking questions will keep you in control of your showroom, help you locate the customer's needs, and makes the customer feel like you care. People don't care how much you know until they know how much you care. Customers are much more likely to buy from someone they like.

Get the customer focused on how the mattress feels by having them lay on the mattress and asking how it feels. This is easy to overcome by having the customers lay on 3 different feels such as a plush, firm, and medium feel mattress. Once they have laid on those 3, you can direct them to other mattresses based on the feel choice they prefer.

It's best to let the customer bring up price. They will almost always ask how much it is after finding a feel they like.

When giving the price, it's best to give the retail price first and your price second. Refer to your price sheet if necessary.

5. Close the sale. Complete the invoice and accept payment!

OBJECTIONS

If you fail to close the transaction remember that customers typically do not buy for one of three reasons.

1. They did not like you (no rapport/trust)
2. They do not like the product (quality/feel, doubt)
3. Price (out of their budget, believe they can find a lower price, need to negotiate)

Customers will typically not tell you why they are choosing not to buy. They will try to tell you no in a nice way such as.

Example:

- *"I'm just looking today, this is the first place I've been."* (This is 1-3. You need to dig and find the real objection before they leave. The rapport is missing, they are on the wrong mattress, or it is out of their budget).
- *"I need to speak with my wife/husband/son/daughter/, etc."* (This is 1-3. You need to dig and find the real objection before they leave. The rapport is missing, they are on the wrong mattress, or it is out of their budget).

- *"I just need a little time to think about it."* (This is 1-3. You need to dig and find the real objection before they leave. The rapport is missing, they are on the wrong mattress, or it is out of their budget).
- *"Can I have your card, I'll be back."* (This is 1-3. You need to dig and find the real objection before they leave. The rapport is missing, they are on the wrong mattress, or it is out of their budget).
- *"I need to come back when I have a truck."* (This could be 1-3 or it may be a great opportunity to start negotiating and possibly offer free/reduced delivery today).
- *"We don't need it for a couple weeks until we move."* (No problem. We can go ahead and take care of the paper and store it here until the day of your move. This will guarantee you have set when you move in and don't have to wait for weeks).
- *"I want to wait until my next paycheck."* (This may still be a price issue. I know you want to wait, but don't forget I have the \$40 down option as well. Most like to take advantage of that. It will give you 90-100 days cash pay off).
- *"I'm trying to buy a home and don't want anything on my credit."* (If the customer is in the process of closing this is a legitimate concern with any type of additional lending. However, if they are just attempting to build credit our lenders will have little negative impact on the customer. We do not require a hard credit pull for approval).

When a customer gives you an objection, the first one is typically not the real objection. Ask questions to pull out the real objection. One easy phrase to use when searching for the real objection, "other than". "Other than not having your truck, is there anything else that would keep you from buying that mattress today?" Whatever the customer says next is the real objection.

NEGOTIATING

Be sure to build rapport and trust at the beginning of your sale. If you fail to build trust, it can lead to more negotiations which directly impact your margins. Negotiating in this business is the one skill set that every Dealer must perform well in order to protect their

average profit margin. If you are looking to obtain a \$250, \$350, or \$450 average profit margin you must first start high enough to give yourself room to stay above that point.

Example negotiation scenarios:

Let's say that you have a customer interested in a set that you sell for \$650. We know that they are interested, now it is time to talk price.

Your cost on this set should be around \$300. Start by telling the customer that a comparable set at a retail store goes for \$1299. The next statement should be that you are letting it go for \$650. That is a 2 times markup. Then you BE QUIET! The first person that speaks in the negotiation process loses.

They will likely say that the price is too high, that's okay. This is where the negotiation process begins. If the price is too high, obviously we need to overcome that objecting by getting the price down. Ask the customer if they need the box spring? If not, you can drop \$50 off the price. That drops the cost to the but actually makes you \$25 in additional profit.

If they need the box spring, ask if they will take the floor model. Some customers are looking for a deal, and a floor model is okay with them. If so, take \$50 off for taking the floor model. Now you are at \$550. If they stop there, you put nearly \$300 profit into your pocket.

The next price drop should also be worth something. Because you have room to move, you can offer free delivery, or free bed rails and drop the price another \$50. This should never cost you \$50. So again, you give them something of value that a lot of customers actually want. At this point, you have dropped 3 times and in most cases, that's as far as a customer will push you.

If you still haven't closed the deal with 3 drops, then you have a couple options. You can either ask them straight up what it would take to get them to buy or move them to a lower priced bed.

It's okay to drop pricing, but negotiating must go both ways. You can't just give up your profit, unless you get something in return. You must get something in return. Some great closing are: "If you tell your friends about me I would be willing to do it for \$____", "I really shouldn't drop the price anymore, but if you do it today I would let it go for \$____."

Some great questions are:

- *"How soon can you get it out of here?"* (If a customer is asking for a discount, this question can be used to establish that they are prepared to buy today before lowering your price).

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- *“Do you need it delivered?”* (This gives you bargaining power. Instead of dropping your price immediately, you may be able to offer discounted/free delivery).
- *“Are you going to pay cash or credit?”* (If a customer is wanting a discount and they are planning to pay cash, this can work in your favor because you will not be paying a merchant fee for card processing. For example, a card transaction fee of 2.5% on a \$1000 purchase will be \$25.)
- *“What are you sleeping on now?”* (If they are buying the same size mattress, this opens up negotiation on the boxspring. You can save them an additional \$50-\$75 if they do not need the boxspring. You can also use this question when customers are shopping for guest rooms. You may convince them to move their current mattress and purchase a more profitable one for the master bedroom.
- *“Have you been shopping around?”* (This gives you an opportunity to find out if they have been shopping prices. Customers visit 1.6 places on average before making a buying decision. If they’ve shopped, you may have a price to beat, or need to build more value in your product.)
- *“Would you take a floor model?”* (This is a good way to sell a discount demo/floor model when a customer is looking for a discount)
- *“How long have you had your current mattress?”* (You can use this question if a customer is walking on price when looking for multiple sets. You may convince the customer to move their current set to a guest/child’s room while still purchasing a set for the master bedroom.)
- *“Do you need the box spring?”* (Take away question. Allows you to reduce the price and hold profit while removing the box spring.)

TAKING DEPOSITS

Taking deposits isn’t the most ideal way to run your location and brings certain risks that you will want to avoid. However, there are times you will find yourself in a situation and will want to close the sale.

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- Always try to sell what you have in stock. Avoid telling a customer that you can order something for them if possible. If they know you can order another mattress, this will kill the urgency and sometimes turn your buyer into a shopper. Customers buy on emotion and prefer instant gratification. No one likes waiting weeks for their product/purchase to arrive.
- If you have a customer that is interested in purchasing a mattress set that you don't have in stock (Cal Kings, Twin XL), you can take a deposit or complete payment. You will need to notify the customer when they arrive.
- It's best to let the customer know that it can take up to 2-5 weeks before the mattress will be available. If you receive a shipping notification, do not contact the customer until you have physical possession of the mattress. Order can be shorted or damaged at times.

IN STORE LAYAWAY

In store layaway isn't recommended. If you decide to do this for a customer, wait until you are fully stocked with inventory. If you choose to do in store layaway for a customer that isn't approved for financing, you will need to take a deposit and setup a payoff date that you both agree on. (Recommend a 45 day max).

FINANCING

Utilizing your lenders will have a major impact on your business. Learning to pitch/sale the financing will lead to higher gross ticket sales, higher profit, and higher closing ratios. When utilizing a lender, it is important that you complete the application. Customers make mistakes and will often cause a denial because they have entered incorrect information.

If a customer is denied by one lender, move on to the next lender. One may decline an app and the next will approve. Utilize all available options. Never assume that a lender will deny an app, always try.

You should always ask a customer if they have moved in the last 45 Days. If they have, use their previous address. The systems are automated and typically will not recognize the new address. If a customer has lived at an address for over 45 days, ask them if they receive mail/bills at that address. There will be many situations where a customer stays at an address with a friend/relative but they have all of their mail/bills sent to a different address. When in doubt, ask what address the bank thinks they live at and use that address.

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Always be truthful when financing and use full disclosure. Show the customer their receipt of purchase, let the customer know the allotted time(90-100 days) to avoid interest on the purchase, let them know the correct payment and the frequency that it will be withdrawn(weekly, bi-weekly, monthly). Remember, you are not a financial adviser and it is up to a customer to choose what is best for their budget. Some customers will choose to pay off during the 90-100 days to avoid interest and some will choose to pay over 12 months. See Lender Spreadsheet for Terms and Down payment requirements.

TRACKING

Congratulations! You got your inventory, started advertising, booked an appointment, made a presentation, and sold a mattress to a customer. At the end you remembered to ask for a review and a photo or video to increase your social credibility. Time to lock up and head home right?

Wrong! We are not done yet!

What do you need to re-order? How much money did you make? Was your no-show rate and closing ratio acceptable?

How do you know the answers? It is time for tracking.

From keeping track of your advertising efforts to calculating your revenue; tracking is vital to knowing your business. We must know where we have been to be able to plan where we are going.

The very first thing you should do after making a sale is to log it in the “Profit Tracking” spreadsheet. Input what you sold, how much you sold it, how much it cost you, recycling fees if applicable, how the customer found you and how they paid for it.

At the end of your day make sure you have all of your sales input into your “Profit Tracking” spreadsheet.

Example: Profit Tracking Spreadsheet

	A	B	C	D	E	F	G	H
	DATE	ITEMS SOLD	SOLD	COST	PROFIT	MARGIN	LEAD SOURCE	TRANSACTION
1								
2	1/1	Enter what you sold in this section	1000	499	501	50.1%	FB Targeted	Finance

The final step will be to input your advertising efforts and results into your “Activity Report” spreadsheet. Here you will log how many ads you have posted, calls received,

appointments booked, customers seen, quantity of sales and your profit for the day.

Week 1	CALLS	SCHED	APPT	SHOW	SALES	PROFITS
SUN	10	7	8	4	3	\$1,100.00
MON	15	9	7	6	4	\$775.00
TUES	13	8	9	8	5	\$1,745.00
WED	8	6	8	5	4	\$1,540.00
THURS	9	6	6	4	3	\$650.00
FRI	12	7	6	3	3	\$725.00
SAT	11	8	7	4	2	\$675.00
TOTALS	78	51	51	34	24	\$7,210.00
		SCHED		SHOW	SALES	AVG PROFIT
		65.38%		66.67%	70.59%	\$300.42

Example: Activity Report

Building a routine that has you tracking your numbers daily will help you be able to discuss your business intelligently with your territory manager and create a framework for great success.

Okay, so what am I tracking and what does it mean?

The Profit – What did I sell and how much did I make?

- **Gross Profit** - Sales Dollars (excluding sales tax and recycling fees) minus Cost Dollars
 - This is how much the business made on sales before any expenses.
 - Example: \$650 Sale Price
 - \$250 Mattress Cost
 - \$100 Foundation Cost
 - = \$300 Gross Profit
- **Net Profit** – Gross Profit minus Expenses
 - This is how much is left over for you to reinvest in your business and pay yourself income. Make sure to plan how much you will set aside for income taxes.
 - Example: \$15,000 Gross Profit
 - \$4,000 Expenses (Rent, Utilities, Advertising, Insurance, Etc.)
 - = \$11,000 Net Profit
- **Profit per Sale** = Gross Profit divided by Quantity of Mattresses Sold

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- As a brand new dealer, you might start out with an average profit per sale around \$150 but over time as you improve your sales technique, bring in accessories and expand your lineup it will grow. Advanced dealers strive to keep their average over \$400!
- Why is this important? If your average remains low it could indicate that something is off with your negotiating strategy, your payment plan pitch, sales presentation, lineup, or advertising. Speak with your territory manager to diagnose and improve!
 - Example: \$15,000 Gross Profit
 / 40 Mattress Sold
 =\$375 Profit per Sale
- **Profit per Source = Gross Profit per Advertising Source**
 - During every sale we should be asking our customers how they found us and tracking it on our Profit Tracking spreadsheet. When we look where our sales are coming from and how much profit those advertising sources are producing, we can more easily manage our advertising efforts and expenses with data driven decisions.
 - If we find that our expenses and efforts aren't producing acceptable profits from a specific source then we can begin looking at what needs to be fixed in our ad copy, ad photos, response script, sales presentation, budget and schedule.
- **How Did The Customer Pay? - Payment Plan vs Cash/Card**
 - When looking at our Mattress by Appointment dealers across the nation we see that the most successful are seeing over 70% of their customers utilizing a payment plan. This drives up the average sales price, average profit, and overall customer satisfaction. Tracking this number will allow you to work with your territory manager to ensure your payment plan presentation, advertising contents and call response script is finely tuned.

The Activity – What actions are driving the business results?

- **Advertising**
 - Utilize the Activity Report to track your efforts daily. How many Craigslist ads did you post? How many road signs did you put out? How many flyers? Is your Facebook Business Page running a boosted ad? The advertising section of the business manual is clear about what you should be doing. Track the efforts to be able to compare with the results to plan your advertising budget and processes with your territory manager.
- **Contacts**

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- How many people did you talk to today that could have led to an appointment? We are not talking about a Facebook message that says, "I'm interested!" and responds to nothing else. A prank phone call does not count. An old customer with a warranty claim does not count. At the end of your day, tally your real conversations up and log the numbers.
- **Appointments**
 - How many of the contacts did you convert to an appointment?
 - If you are not happy with your conversion ratio (Aim for 60%+ via phone, 15%+ via messaging) then a discussion about your advertising and response script should be had with your territory manager.
 - How many appointments did you have booked today?
- **Presentations**
 - How many of your appointments arrived to give you the chance to sell a mattress?
 - If our advertising is correct, response script is smooth, and our reminders are going out then we should be seeing 60% or more of our appointments showing up to our shop. Talk to your territory manager if your results are not up to par.
- **Sales**
 - How many of the presentations you made did you convert into a sale?
 - Our business model is designed to give us a closing ratio (sales divided by presentations) of 70% or higher. Role play with your territory manager and discuss failed sales presentations often.

What is this all for?

Developing a daily tracking habit will ensure you truly understand your business and will help your territory manager guide you to success at a faster rate.

When we look at the numbers and see a low closing ratio, low average profit, or a low sales count they are clues to look at the sales presentation, inventory, and advertising efforts.

When we look at the numbers and see a high no show rate, we know to look at how you are booking the appointment, setting proper expectations and your reminder process.



If we know you spent \$1200 on Facebook advertising but only made \$800 gross profit then we know that we need to take a deep dive into your ad copy, photos, budget, social credibility, and response script.

To be in control of your business, know what training to seek and truly drive growth you need to know the numbers.

Do not delay. Track today!

USING TRACKING TO ORDER

You just made the sale! What's next?

Using the spreadsheet of what you currently have on hand, deduct what you just sold so you know what you have on hand as you continue to sell. Now, open up the Mattress By Appointment website portal and add the items you just sold to your shopping cart.

When it's time to place the order, compare your spreadsheet of inventory on hand with your shopping cart to the spreadsheet associated with the stage you are currently in. Use that as your guide to adding items over and above what you sold to build your inventory and get another step closer to achieving the goal of being fully inventoried.

When do I order?

Every time you hit the shipping minimum, which is typically \$1500, it's time to place the order. Don't wait and do it weekly. Place orders often, every time you hit a minimum for free shipping. Create a flow of inventory coming in on a regular basis. Weekly orders are something you'll work towards once you are fully inventoried.

As you progress through the different stages of building your inventory, the biggest challenges you will face are best discussed with your territory manager. He/She has been through the challenges you're facing and can help you make great decisions.

Remember, you're in an inventory based business. If you don't have it, you can't sell it! Stock Up!

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Building Your Inventory

Your Mattress By Appointment business is an inventory-based business. If you don't have it, you cannot sell it. The first 3-6 months of building inventory is extremely important to the long-term success for your business. These first 3-6 months will require you to invest a significant percentage of your profits back into the business in order to achieve proper inventory levels to support your sales growth. A minimum of 50% of your profits should be reinvested in your business every month until your business is fully inventoried.

Growing your inventory levels as early as possible creates effective cash flow without loss of sales due to not having inventory to sell. In the early stages, it is extremely important to be disciplined and build your inventory deeper and not wider. What this means that you will learn incredibly early what your top sellers are. As you gain confidence you should see a lot of volume in your 6th, 9th, and 10th spots on your floor. You will want to build up appropriate stock levels here first (deeper) versus trying to add an 11th spot or bring in a king size in the 3rd spot (wider).

Keep in mind that although the first 3-6 months are the most challenging and critical in building your inventory, the building continues long after that. Top Dealers take 12-18 months to become "Fully Inventoried" often carrying over \$50k worth of inventory on hand.

Treat your inventory like money in the bank. It is the greatest investment you will ever make.

STAGES OF BUILDING YOUR INVENTORY

Your long-term goal is to be "Fully Inventoried." This commonly used term means that you have a completely stocked business: Kings, Queens, Fulls, Twins, Box springs, Platforms, Pillows, Sheets, Protectors, Adjustable Bases & Bed Frames all at maximum levels to support your sales.

As you progress from one stage to the next it is critical to discuss your growth with the business coach assigned to you.

AVAILABLE VENDORS

Being a part of Mattress By Appointment comes with a wide array of partnerships with many vendors. All vendors are thoroughly vetted and integrated into the MBA website portal where you will place all of your orders. One exception is Malouf. Their ordering website is not integrated with MBA.

All inventory in your Mattress By Appointment business MUST be ordered from the MBA website portal and Malouf. No exceptions. Ordering outside of these is a violation of your territory agreement.

Initially, the vendors available will be based on what is needed to support the growth of your business during the early stages. Enabling access to the many different vendors immediately creates unnecessary challenges for you and your business.

For Example: Sealy mattresses are not available to a brand New Dealer. Why? It is not because Mattress By Appointment wants to restrict you. It is to protect you financially from having to hit another minimum order to receive free shipping AND to stop you from adding a 11th or 12th mattress to your lineup prematurely. The biggest area for growth and opportunity for a brand New Dealer is to focus on the marketing and sales processes. By doing this we put you on a pathway to success. By having a recommended, core lineup this helps you stay attentive to the right things that will make your business a success.

All manufacturers have a minimum order to receive free shipping. In the early stages of your business, it is important to use as few suppliers as possible to make it easier to place minimum, free shipping orders. Adding vendors at untimely points in the development of your business will hurt cash flow and in some cases be catastrophic. Adding access to additional vendors happens over time based on your progression in the stages detailed below and on a case-by-case basis. Regular communication with your business coach with regards to sales, inventory on hand, and cash flow will help you and your business coach to determine what the best fit is for you and your business.

What Level of Reinvestment is Required?

This is where your relationship with your business coach is going to be unbelievably valuable. It is important that you and your business coach develop a relationship built on trust as it is he / she that will help guide you through the various stages of reinvesting in your business. Let us face it, reinvesting is also short for "spending your money." It is your business coach's role to help you spend your money effectively, following the stages and progression outlined within this business plan.

Your situation is unique to you and your level of reinvestment into your business is going to be determined by many factors:

- Savings
- Access to Credit Cards
- Household Budget Requirements
- Emergency Fund
- Monthly Business Expenses

Here are just a few examples of the questions you should ask for help with:

- *How do I determine how much cash is required to be put back into my business.*
- *Should I get another credit card or two and which one is the best to get for my needs?*
- *Should I pay for ads or inventory or both?*
- *Sales were hot last week! Sales are slow this week. Should I even order?*

- *When should I begin to take a profit?*

STAGE 1- CORE LINEUP: MATTRESSES AND BOXSPRINGS

Your opening order consists of mattresses & box springs. You will see that the opening order and initial stock are heavily favored to queen and king inventory.

This is for good reason:

- 50% of sales come from Queens
- 25% of sales come from Kings
- 80% of a fully inventoried business' profit comes from Queens & Kings

Special Note: We stock and build our inventory of Kings from the #5 spot and up. THIS IS WHY WE DO IT. WHY WE HAVE KINGS AT THE TOP ONLY AND NOT BOTTOM.

In Stock Minimum Goal

Model	Twin	Full	Queen	King
Mattress #1	1	1	1	X
Mattress #2	4	4	6	X
Mattress #3	4	4	6	X
Mattress #4	2	2	6	2
Mattress #5	2	2	6	4
Mattress #6	X	X	4	2
Mattress #7	X	X	2	2
Mattress #8	X	X	3	3
Mattress #9	X	X	6	4
Mattress #10	X	X	6	4
Foundations 5"	6	6	4	X
Foundations 9"	2	2	24	12 Sets

STAGE 2- ADDING PREMIUM MATTRESS SLOTS

Congrats! You have built up your inventory levels to the appropriate amount based on your rates of sale that allow you to provide your customers with the “Buy it today, sleep on it tonight!” experience. Based on our history we believe you should reach this stage around month 4 of operating your business. Do not worry, if you are a little behind this or if you’re an over-achiever and hit this milestone before the 4-month mark. It is important to speak consistently to your business coach and he/she will be able to guide you as your inventory levels grow.

At this next stage we suggest adding premium products to your mattress selection. Why do we add more choices? This is called, “raising your middle.” Raising your middle refers to the selling story and its effect when adding more expensive items at the top of the lineup. By adding 1 or 2 additional slots to your floor you now create more opportunities for your customers to take full advantage of the payment plan. This allows you to sell a more expensive product which in turn gives the customer a better experience and adds significant gross margin dollars to your business. In the past, if your customer did not like the top of the lineup you did not have any other options except mattresses at the lower price points. By adding these 1 or 2 products you’ve effectively “raised your middle” and narrow your customer’s attention to the middle price points and up.

Work with your business coach on what 1 or 2 mattresses make the most sense for you at this stage. It is important to utilize their expertise and the years of success of prior Dealers here. Do not overthink this stage and try to make it complicated. With the right product selection and your solid sales process, you can raise your average ticket by a minimum of a few hundred dollars at this stage. Compounded over time and implemented effectively, this Stage can add thousands of dollars to your gross profit.

Stage 2: In Stock Minimum Goal

Model	Twin	Full	Queen	King
Mattress #1	1	1	1	X
Mattress #2	4	4	6	X
Mattress #3	4	4	6	X
Mattress #4	2	2	6	2
Mattress #5	2	2	6	4
Mattress #6	X	X	4	2
Mattress #7	X	X	2	2
Mattress #8	X	X	3	3
Mattress #9	X	X	6	4
Mattress #10	X	X	6	4
Mattress #11	X	X	2	2
Mattress #12	X	X	2	2
Foundations 5"	6	6	4	X
Foundations 9"	2	2	24	12 Sets

STAGE 3- ADDING ACCESSORIES (FRAMES, PILLOWS, AND PROTECTORS)

Welcome to accessory sales! Adding accessories to your sales raises your gross profit per sale. Do not shortchange these incremental dollars. These sales add up! Repeatedly Dealers can cover their ad spend, rent, or build up their cash reserves with the added dollars from accessory selling.

However, this is going to complicate your ordering a little. You must be aware of shipping minimums and avoid at all costs shipping charges. Your business coach will be extremely helpful in determining which accessories are the best fit for your business.

We like and encourage you to select one vendor for your accessory needs starting at the 6-month mark. This helps streamline your ordering, but more importantly, it allows you manage your cash flow better. If you go with multiple vendors this stretches your cash out, but also causes you to have more inventory than is necessary because you had to meet each vendor's minimum order amount.

When adding these additional accessories to your offering make sure you work with your business coach on the selling techniques to add on these incremental opportunities.

In Stock Minimum Goal

Model	Twin	Full	Queen	King
<i>Mattress #1</i>	1	1	1	X
<i>Mattress #2</i>	4	4	6	X
<i>Mattress #3</i>	4	4	6	X
<i>Mattress #4</i>	2	2	6	2
<i>Mattress #5</i>	2	2	6	4
<i>Mattress #6</i>	X	X	4	2
<i>Mattress #7</i>	X	X	2	2
<i>Mattress #8</i>	X	X	3	3
<i>Mattress #9</i>	X	X	6	4
<i>Mattress #10</i>	X	X	6	4
<i>Mattress #11</i>	X	X	2	2
<i>Mattress #12</i>	X	X	2	2
<i>Foundations 5"</i>	6	6	4	X
<i>Foundations 9"</i>	2	2	24	12 Sets
ACCESSORIES				
<i>Bed Frames (Universal Size)</i>	X	X	6	X
<i>High Risers</i>	4	4	8	8
<i>Pillow- Basic</i>	X	X	4	X
<i>Protector- Basic</i>	6	6	12	2



STAGE 4 - ADDING ADJUSTABLES & GOOD, BETTER, and BEST PILLOW & PROTECTOR PROGRAMS

Once you've gotten to this point, it is highly likely you're well on your way to becoming a seasoned Mattress By Appointment Dealer. Adding in Adjustable Bases and various levels of accessory product will help raise your profits even further!

A wonderful way to continually add incremental dollars to your sales tickets in a big way is to put Adjustable Bases in your showroom. Adjustable Bases allow you to give the ultimate sleep experience for your customers, which in turn helps you maximize the amount they were approved for in the payment plan. Your 8th spot on your showroom floor and up should be adjustable friendly. That means these mattresses are designed to work on an adjustable base and will contour to the ideal position the customer desires for better sleep and relaxation. Like before, make sure you reach out to your business coach on the proper ways to add Adjustable Base selling to your process.

Another terrific way to add incremental dollars to your tickets is through the Good, Better, Best Strategy. We like to incorporate this strategy into our Pillow and Protector programs. A couple of those options are but not limited to: cooling gel memory foam pillow or a bamboo shoulder cut out, a basic mattress protector versus a thinner more breathable one versus an icy cold cooling protector. Being able to differentiate your products adds to the story and helps raise your profit per sale and increase accessory attachment rates. Your business coach will help you determine which products to add and how the Good, Better, Best Selling Strategy works to your benefit.

At this last stage we also recommend a Good and Best approach for Mattress Sheets. The addition and opportunity to add items to your ticket here is all about convenience. By having 2 options in stock, you save your customer significant time and money by giving them the opportunity to purchase the sheet set with the mattress set.

Stage 4: In Stock Minimum Goal

Model	Twin	Full	Queen	King
<i>Mattress #1</i>	1	1	1	X
<i>Mattress #2</i>	4	4	6	X
<i>Mattress #3</i>	4	4	6	X
<i>Mattress #4</i>	2	2	6	2
<i>Mattress #5</i>	2	2	6	4
<i>Mattress #6</i>	X	X	4	2
<i>Mattress #7</i>	X	X	2	2
<i>Mattress #8</i>	X	X	3	3
<i>Mattress #9</i>	X	X	6	4
<i>Mattress #10</i>	X	X	6	4
<i>Mattress #11</i>	X	X	2	2
<i>Mattress #12</i>	X	X	2	2
<i>Foundations 5"</i>	6	6	4	X
<i>Foundations 9"</i>	2	2	24	12 Sets
ACCESSORIES				
<i>Bed Frames (Universal Size)</i>	X	X	6	X
<i>High Risers</i>	4	4	8	8
<i>Pillow- Good</i>	X	X	4	X
<i>Pillow- Better</i>	X	X	4	X
<i>Pillow- Best</i>	X	X	4	X
<i>Protector- Good</i>	6	6	12	2
<i>Protector- Better</i>	X	X	6	6
<i>Protector- Best</i>	X	X	2	2
<i>Sheets- Good</i>	X	X	2	2
<i>Sheets- Best</i>	X	X	2	2
<i>Basic Adjustable Base</i>	X	X	2	2
<i>Massaging Adjustable Base</i>	X	X	2	2

STAGE 5- GOOD, BETTER, BEST

Once you've gotten to this point, it is highly likely you're well on your way to becoming a seasoned Mattress By Appointment dealer. Adding different levels of product will help raise your profits even further!

A Good, Better, Best strategy helps increase your profit per sale even further! Massaging base versus a basic one. Cooling gel memory foam pillow or a bamboo shoulder cut out. A basic mattress protector versus a thinner more breathable one versus an icy cold cooling protector. Being able to differentiate your products adds to the story and helps raise your profit per sale and increase accessory attachment rates. Your territory manager will help you determine which products to add and how the good, better, best selling strategy works to your benefit.

MODEL PRICE (SET)	TWIN	FULL	QUEEN	KING
Mattress #1	1	1	1	X
Mattress #2	4	4	6	X
Mattress #3	4	4	6	X
Mattress #4	2	2	6	2
Mattress #5	2	2	6	4
Mattress #6	X	X	4	2
Mattress #7	X	X	2	2
Mattress #8	X	X	3	3
Mattress #9	X	X	6	4
Mattress #10	X	X	2	2
Mattress #11	X	X	2	2
FOUNDATIONS	Twin	Full	Queen	King
Boxsprings 5"	6	6	4	X
Boxsprings 9"	2	2	24	12 SETS
Platforms	4	4	8	8
Basic Adjustable Base			2	2
Massaging Adjustable Base			2	2
Bed Frames Universal Size				6
PILLOWS	Queen	Avoid	Other	Sizes
Good Pillow	4			
Better Pillow	4			
Best Pillow	4			
PROTECTORS	Twin	Full	Queen	King
Good Protector	6	6	12	12
Better Protector			6	6
Best Protector			2	2
SHEETS	Twin	Full	Queen	King
Good Sheets			2	2
Best Sheets			2	2

VENDOR DELIVERIES

Deliveries can come from multiple carriers on a wide range of trucks and on any given day/time. WE NEVER KNOW WHEN YOUR TRUCK WILL ARRIVE! All we can do is estimate and roll with it. Just like us, the suppliers and delivery services are very busy people, and they have to deal with all manner of unforeseen circumstances that may ultimately impact you.

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Take the notifications you get via email, phone calls, texts and messages from your suppliers, freight carriers and drivers with a grain of salt and give the drivers a break. You can be a breath of fresh air in their day and change future interactions with them by being positive and understanding. Freight carriers have been asked to call you on the number you have listed with Mattress By Appointment about a day prior to the delivery, but it does not always happen that way. Answer your phone if you are expecting a shipment, because you do not want to miss your delivery opportunity.

***** BE ADVISED... MISSING A DELIVERY IS NOT AN OPTION! ***** You or someone you know must be there to accept your delivery. This simple action of not missing your delivery will not just affect your location, but also will directly affect other MBA locations around the country when dealing with vendors and delivery drivers.

If you do not get the advance notice phone call and the truck just shows up at your warehouse with a delivery, do not panic or stress out about it. Be kind and simply explain to the driver that you were not aware of his/her arrival and that you will be on your way to meet them as soon as you are able. Do your best to arrive within 30-45 minutes so they can be on their way. Honestly, if you treat those drivers with respect – even if you are having the worst day ever, it comes back around. They are keeping you in business, so respect their time and efforts.

THIS ORDER IS HUGE!

If you place an order for a large amount of inventory, make sure you are prepared to accept the quantity. It is your responsibility as the business owner to manage your deliveries and inventory. Storage units are great options for overflow inventory. It will be your job to move any excess inventory to a secondary location. A driver will not and should not drive to your secondary location to unload. This is not their responsibility.

Mattresses can weigh in excess of 100 lbs. Be prepared and ready! Hiring friends and family can be beneficial when helping you offload large orders as well as reorganizing your warehouse. Extra sets of hands to help lift and move can take a lot of the stress off your body. There are dealers who have purchased back braces to help protect against injury but knowing the smart way to lift along with knowing your personal limitations can help protect you too. It is a lot harder to try and sell those mattresses by appointments when you're in the hospital!

If you've read the previous sections in this manual, you've seen the suggestion to invest in a dolly or 4-wheel cart. How much smoother is it to wheel the mattress where you want it in your showroom than having to heft and shuffle? You can find these amazing tools in hardware stores (obviously) but also online.

To preserve floor space and help your mattresses be ready for your customers to take them home, stack the flat mattresses like pancakes and either lean or set the compressed/rolled boxes on pallets or on the floor. Do not lean your flat mattresses against the wall as this can cause the coils to shift over time.

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WHAT IF I'M NOT THERE?

You are a hard-working human and you have earned that vacation time and hopefully the #mbaincentivetrips too! As the boss, you need to plan ahead if you're expecting a delivery. Family and/or friends are typically a fantastic resource and they're happy to help you out, for a small fee, to help offload and receive your delivery. You'll still want to answer your phone or have your calls forwarded to someone else. You do not want to miss that delivery!

QUICK TIPS FOR SUCCESS:

After you've received a call from a freight carrier, stop for a minute and create a New Contact for them in your list of contacts. Having that information populate when the phone rings will make it easier for you to take that call.

Depending on the vendor/manufacturer, email and phone call notifications are sent with an estimate for delivery times and/or tracking information. This is a COURTESY email/phone call. Please do not rely on this as it is not a guarantee.

Customers and delivery drivers frequently arrive at your showroom at the same time. This makes for a great story for your customer to show them that you truly are a one-man/woman show, as advertised. Keeping good communication with your drivers and customers will go a long way. It's a bit of a dance, but as long as you communicate with the driver, they're often very understanding of your situation and happy to work with you.

Have a copy of your original order on hand so you can compare your **ORDER** with the **BILL OF LADING/PACKING LIST** and your **ACTUAL DELIVERY**. After your delivery has been offloaded, confirm that all items have arrived according to the BILL OF LADING/PACKING LIST. It's your responsibility to be detailed with your check-in process for each item on your order. Check the mattresses for damage such as scratches, watermarks, tears, and stains. Once this order is accepted, it is up to you to sell it as-is.

DAMAGED GOODS:

Malouf process: A Malouf order will be delivered by multiple carriers (FedEx, Old Dominion, Reddaway, USF or other). Depending on the size of the order, they can arrive on a pallet and be delivered by a truck using a lift gate or can be delivered to your front door via FedEx. When your Malouf order arrives, inspect the pallet before accepting your delivery. Count the pieces on each pallet to ensure that it matches the bill of lading from the driver. If the wrapping and tape of your shrink-wrapped pallet is broken, take pictures immediately! Take pictures of all 4 corners of the pallet, make notes on the bill of lading, and obtain a signature from the driver. The driver should call any damages into his dispatch to also note the delivery of possible damagers. This will

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protect you in case of any missing or damaged items. Scan and email a copy to your mentor with the amount owed for damaged goods.

Please note; just because the box is slightly damaged or does not look perfect, does not mean there is anything wrong with the mattress or the product on the inside. The corrugated packaging is there to protect the product!

JB Hunt/Corsicana deliveries: Use your best customer service when working with these drivers. Chances are incredibly good that you will see them again! It is good to have friends behind the wheel. They are such an important part of our business. When the driver arrives at your location, the driver will provide you with paperwork (packing list) for this delivery, you will need this to confirm items delivered. Keep a copy of this paperwork for your records. The driver is expected to bring your new mattresses to the tail of the trailer. From there, it is your responsibility to offload the mattress and bring into your location. Inspect each item to confirm no tears, water damage or rips in the mattresses. If you have any missing or damaged items after inspection, you can request an RG# (Returned Goods) from the driver.

PRO-TIP: If the damaged mattress is in a sellable condition, accept the mattress as-is and then sell it at a discount to a deserving customer. You can save yourself a lot of time and headache by accepting a slightly damaged product and giving a great deal/discount to a customer! It is a win-win for you and your future customer. Make every situation a positive outcome. As a small business owner you are now a problem solver!

Please note: If you come to the conclusion that there is a damaged good/product and have decided that the mattress is not in a sellable condition, you will need to obtain an RG# from JB Hunt/Corsicana and request a credit for the damaged goods. The driver will then return the mattress to the plant.

- When obtaining the credit for the damaged goods, you will write the RG# on packing slip and the amount the items cost you. (DO NOT include 2.1% service fee)
- Scan and email documentation to credits@mattressbyappointment.com. Total amount owed in the subject line, the body and on the packing slip. Make it easy for them to issue your credit, don't make them think. Credits should take 3-4 business days (M-F) to be processed. If paperwork is not submitted correctly and does not follow the proper protocol, credits will NOT be issued. It is imperative that you submit the information correctly and in a timely manner.



Third Party Deliveries: You will also receive deliveries from a "Third Party". This can come from any number of national freight carriers or even independent/contracted drivers. Deliveries can come as a flat mattress, compressed and rolled, or even a bed in a box stacked on a pallet! It is still expected that the driver brings your mattress to the tail of the truck. If the delivery truck has a liftgate, the driver should offload your delivery to your door, and you can break down the pallet from there. It is important to treat these third-party drivers just like any other delivery, however, not all drivers will contact you ahead of time prior to their arrival. Work with them and they will work with you.

If you have any questions during a delivery process, please reach out to your New Dealer Trainer or Mentor with any questions while the driver is still present. In all cases of a delivery, if there are any issues, problems, variances, or disputes, take pictures and note the bill of lading/packing list and get a signature from the driver.

Refer to FAQ/Policy within the MBA Portal for additional details on how to obtain credits for damaged or missing items.



WARRANTY CLAIMS:

Mattress by Appointment process: If you are contacted by a customer with issues or complaints about their products, it is your responsibility to address them.

Review our warranty cards available by manufacturer in the Policy FAQ section of the dealer portal. The warranty is in place to protect your customer from defective products or construction, like bulging, bunching, or body impressions; however, it also protects you as the Dealer from having to service claims that are unwarranted due to the manufacturer's requirements.

Occasionally, customers will want to see how easy it is to receive a refund or replacement when they have overextended themselves financially or have a small gripe about the comfort of the mattress they chose. We discourage refunds. Comfort issues are not manufacturing exceptions that would warrant replacement, so these folks will generally back down when you ask them to complete a claim packet or have them review their warranty card.

There are some factors that will VOID your customer warranty. You should keep this list in mind when selling to your customer, so that you can avoid a common sales pitfall that will cause you headache and a warranty denial.

Here are the standard (across supplier) reasons a warranty may be void:

- Stains, spills
 - These cannot be accepted because of hygiene regulations.
 - **Avoid this warranty void by selling them a mattress protector.**
- Inadequate or Improper Support
 - This includes a "rigid center support" on frames or rails for Queens and larger
 - These include old box springs and foundations (boxes) that could be less supportive than new ones. Most of our suppliers' warranty cards require mattresses to be sold in sets or as "complete sleep systems". Generally speaking, we get approvals for mattress claims on solid wood foundations or semi flex that are less than five years old. Age is a factor for suppliers when they are considering reliability of support.
 - **Avoid this warranty void by selling mattresses in a complete set, either with a foundation (box) and appropriate frame (rails), with a platform base or with an adjustable bed base.**
- No Law Tag
 - Key information, like serial number, manufacturing date, and model are needed to process claims. Rarely, law tags will be missing from the factory. If you notice a law tag is missing on delivery, write no law tag present on your invoice copy for future reference.
 - **Avoid this warranty void by reminding your customers not to cut the law tags off.**



- Mattress was bagged and compressed too long
 - Compressed and rolled beds need to be decompressed within 90 days of manufacturing (born date), or the foam could be compromised and unable to fully decompress.
 - **Avoid this warranty void by keeping track of the age of your inventory, and decompressing these within the time frame, if for some reason they are not sold.**

If your customer comes to you with what you believe is a valid warranty claim, please either provide them with our MBA Warranty Claim form, which can be downloaded from the Policy FAQ section of the Dealer portal, or a link to our web form, which is also available there.

If they opt to complete the warranty claim form using our web form, they will receive this confirmation note when it is submitted:

"Please forward your submission email to your retailer. Once they hear from us, they'll reach out with the status of your Warranty Claim and next steps."

Once the Corporate team has reviewed the submission, we will coordinate with you for any missing pieces or clarification needed. Occasionally, customers will not follow directions (i.e. send in a blurry law tag photo, a picture of the mattress with sheets on it, etc.). If we need more information from them to prove the defect, we will ask you to work with them to provide it.

Once we have a complete submission, we will be able to let you know if it seems approvable or if it seems like it's not a valid claim. Ultimately approval will be based on the warranty cards and policies of our manufacturing partners, but we will do our best to advocate on behalf of your customer if we believe we can see a manufacturing defect.

If we send you an approval note, you can go ahead and retrieve the defective product from your customer and give them store credit towards a replacement. They may want the same mattress that they had before. If you have one available in your inventory, and they are a good fit for the mattress in general, it is ok to replace it for them. An example of a not so good fit for an easy replacement would be a mattress that had a body impression from a larger person. If you sold them something that was not firm or supportive enough the first time, they will have the same issue with the replacement.

We will give you instructions to either return the mattress with your next supplier delivery or dispose of it. Please make sure you read our instructions carefully. We will not issue your credit until we receive a picture of a ripped off law tag with "AS IS NO WARRANTY" written on it.

Please review our dealer portal for any updates to this process.