



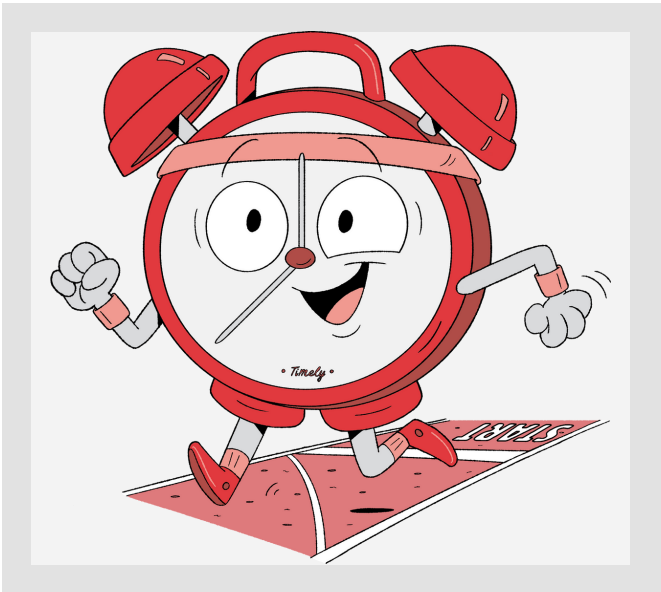
# MBA ACTION ACADEMY

## Eight Essentials

# Quick Start Guide

Eight Essential **Skills**:  
Eight Essential **Actions**

*These Eight Essentials are  
the key to your MBA Success*



# Timely Action:

## Get Started!

### #1 of 8 Essentials

Hi, my name is **Timely Action**!

*My friends call me Timely.*

I'll be your guide through the MBA Action Academy. Together, we'll dial in on the most essential skills and learn how to take timely action to create a successful business. I'm here to remind you that Time is Money, and Money requires Action!

When our Dealers hear "MBA" they know it also means Money By Action. And what is the only type of action I know? You guessed it. Timely!

Think about it. Action is essential for achieving your goals. Without action, your goals will remain just that: goals. Action is what turns dreams into reality. Timely Action is the best way to develop great time management skills and grow a successful business.

**Timely Action** is the first Essential Skill you need to succeed. There are a total of **Eight Essential Skills** and **Eight Essential Actions** you must achieve to succeed in your first year.

Throughout this guide, you will see the **Essential Skills** bolded in **black** and the **Essential Actions** bolded in **red**. The words bolded in **gray** are the **Timely Topics** you will need to learn in the online MBA Action Academy.

Again -  
**Essential Skills** in **black**,  
**Essential Actions** in **red**,  
**Timely Topics** in **gray**.

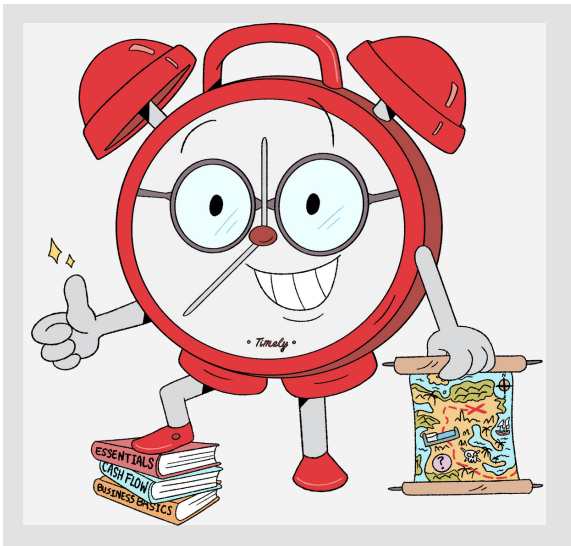
Here is the full list of the Eight Essentials:

1. **Timely Action: Get Started**
2. **Business Basics: Get the Smarts**
3. **Showroom: Get the Flow**
4. **Marketing: Get the Appointment**
5. **Communications: Get the Trust**
6. **Sales: Get the Deal**
7. **Inventory: Get the Products**
8. **Progress: Get the Rewards**

These Eight Essentials are the key to your MBA Success. Like the grandfather clock that came before me, you are building your MBA business on the previous success of the dealers who came before you. By learning and practicing the Essential Eight, you won't waste your time on costly mistakes. You'll be Timely - like me!

The **Eight Essential Skills** and **Eight Essential Actions** will bring you more Money By Action.

*Tick-Tock.* Let's **Get Started** with **Timely Action**!



# Business Basics:

## Get the Smarts

### #2 of 8 Essentials

*What do you call a clever clock? Clockwise!*

Wise MBA Dealers take the time to learn entrepreneurial skills known as the **Business Basics**. By studying the **Business Basics** before you open your Showroom, you'll **Get the Smarts** and avoid the mistakes often experienced by first-time business owners.

Experience the full wealth of knowledge available for you. Invest in your success. Use all the wisdom in the MBA Training Resources to make smart business decisions. Study the MBA Training Resources and know the **Business Basics** like the back of your minute-hand.

Here are the five places where you will access Training Resources and learn the **Business Basics**:

- The Eight Essentials Quick Start Guide
- The Roadmap to Success Workbook
- The MBA Action Academy
- The Portal
- The People

**The Eight Essentials Quick Start Guide** – Great timing! You are reading the Eight Essentials right now. Read it. Know it. Live it. The Eight Essentials give you the full MBA program overview of what you will need to succeed – especially in your **First 90 Days**.

**The Roadmap to Success Workbook** – This Workbook is the essential way to set your goals and track your progress. Tracking your Progress through the MBA process is Essential Skill #8. More on this after we wind through the first seven Essential Skills.

**The MBA Action Academy** – The MBA Action Academy is an online, interactive learning system where you will find the **Timely Topics**. Here is where you will learn the details of the Eight Essentials and complete your New Dealer Training. It's worth your time to learn the details! For example, in the **Business Basics** of the MBA Action Academy, you'll learn the **Stages of Running your Business**, **SMART Goals**, **Understanding Cash Flow**, and **How to Invest in your Long Term Financial Success**. And that's just the beginning! Log in at: [app.trainual.com/mattressbyappointment](http://app.trainual.com/mattressbyappointment).

**The Portal** – The Portal is where you will find recorded Training Sessions. The Portal is accessed by registering your Dealer Login on the main MBA website. You're encouraged to bookmark this page and access it daily. In addition to being the main Portal to run your business, it has a "Training" tab filled with countless resources to explore on your own time and at your own pace. Log in at: [mattressbyappointment.com](http://mattressbyappointment.com)

**The People** – After reading and studying all these great online resources, you'll want to 'tock' with real life people – especially your coach. Talk with your Coach at least once each week. They dive deep into the **MBA Role vs the Owner Role** and **Traits of a Successful Dealer**. Your Coach will connect you with the full **MBA Community** to boost your motivation and share best practices.

**Get the Smarts** by learning the **Business Basics**.

# Showroom:

## Get the Flow

### #3 of 8 Essentials

*Wasting time and money gets me wound up and ticks me off!*

Stay calm and **Get the Flow** of the MBA Business Model by sticking to the basics when designing your **Showroom**. Save your time and money for marketing and growing inventory.

Your Opening Order will start with a variety of products. In Essential Skill #7 – Inventory, you will learn more about the **Cycle of Ordering Products**. Use the profits from your first sales to reinvest in products until you are fully inventoried. For now, keep your focus on **Preparing to Receive your Opening Order** and saving money on your **Showroom Set-up**.

The arrival of your opening order is a big deal. This is when your showroom really comes to life. Be sure to arrange help with receiving the opening order. It is a lot of work to set up your showroom for the first time.

From your front door greeting to helping your customer load their new mattress onto a vehicle, the flow of your showroom must give your customers the automatic feeling that they will save money by buying today. Most importantly, the skill of setting up your Showroom demonstrates your mastery of the MBA Business Model.

**Get the Flow** of the MBA Business Model by saving money when setting up your **Showroom**.

*Customers will **flow** in,  
Inventory will **flow** out, and  
Money will **flow** into your pocket.*



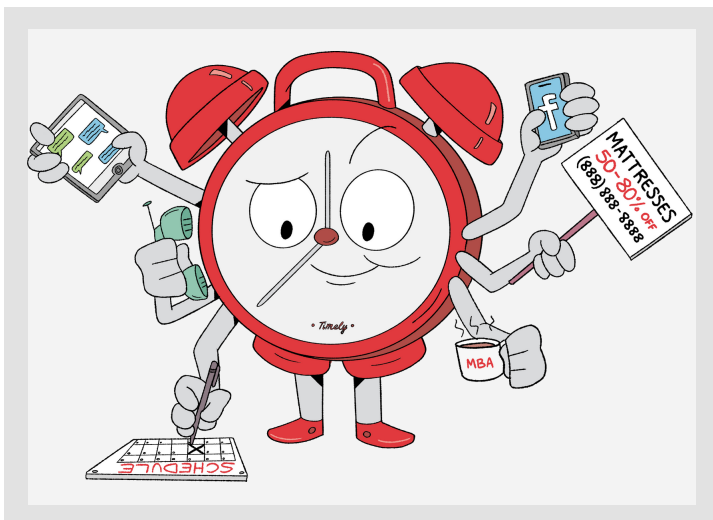
The MBA model is a money-saving alternative to big-box stores and furniture retailers. The flow of your showroom must reflect the money-saving principles of the MBA model.

Work with your Coach to design a **Showroom Layout** that will increase your sales. The flow of an MBA showroom is designed to promote value and urgency.

Your **Signage** will be almost all hand-written. Your **Office Area** will be located at the front of the showroom and decorated in a way that builds customer Trust. There are no expensive signs. There are no fancy footers with specs or prices. Customers must feel the value and the urgency to buy as they flow through your **Showroom**.

Remember to save the best for first! We always display our nicest, most expensive mattress up-front near the door of the showroom. Then, we flow our mattresses toward the back in order of price. All available inventory is stacked like pancakes in full view for the customer. We'll even suggest leaving one mattress spot open to suggest it was just sold or use sold signs.

Once your **Showroom Layout Plan** is complete, you will place your **Opening Order** in the Dealer Portal at MattressbyAppointment.com. Placing your first order with your Coach will help you become a pro at **Portal Navigation**.



# Marketing:

## Get the Appointment

### #4 of 8 Essentials

Time moves fast and so do our Dealers. When it comes to **Marketing**, our minds tick towards one thought: **Get the Appointment.**

Our marketing strategies are time-sensitive and require daily consistency. One-third of your time will be spent on targeted marketing using very specific messages to attract specific customers.

Our customers are tired of retail rip-offs.  
MBA is the anti-retail choice.  
Our customers go cuckoo for:

- Value
- Payment Plans
- Urgency

Your **Marketing** messages must confidently attract the customers who are seeking value, payment plans, and urgency. You are offering the best deal in town! To attract customers ready to buy, use confident messages designed to **Get the Appointment.**

*Our mattresses are 50% to 80% off retail prices!*

*\$25 gets you a mattress today!*

*Buy NEW and Buy NOW with Same-Day Delivery!*

Your coach will help you download an app called **WordBoard**. The WordBoard app uses pre-programmed messages to respond quickly and consistently to customer inquiries.

New dealers often make the mistake of trying to sell over the phone or in a text or a social media message. Don't make the mistake of talking too much. Your only goal at this Marketing stage is to ensure the customer shows up in-person at your showroom. The WordBoard app will help keep your messages focused on getting the appointment. Only discuss how showing up at your showroom will save them money. Once a customer is in-person at the showroom, our dealers have an astounding 75% to 85% close rate. **Get the Appointment** to increase sales.

You must take action for your **Marketing** messages to be seen. Use the **Wheel of Success** and the **Action Lists** described in **The Roadmap to Success Workbook**. Stay active in Communities. Post daily on your **Facebook** Personal and Business Pages. **Boost Ads** on social media and secondary marketplaces to connect with people. Put **Yard Signs, Business Cards and Flyers** in key locations throughout your community. Put hand-written signs near retail stores to give people awareness of a better choice. Take advantage of **Free and Low Cost Marketing**.

Use **Google Reviews** to boost your credibility. Be fully advertised. For extra help, selectively use **Paid Marketing** with the MBA automated marketing program called **ATM** – **A**utomated **T**echnical **M**arketing with an online Customer Relationship Management (CRM) program.

Make the time for **Marketing** and **Get the Appointment.**

# Communications:

## Get the Trust

### #5 of 8 Essentials

*My friend asked me if I could fix their broken clock. After I handed it back, they asked: "How will I know if it's fixed?" To which I replied, "Time will tell."*

Time will tell if you are great at **Communications** and are able to **Get the Trust**. Building Trust is a craft perfected over time.

In your first month, imagine 10% of your contacts will become buyers. This number will improve with time as you learn to be a better communicator. Create messages that build Trust while moving people forward through your Funnel of Trust.

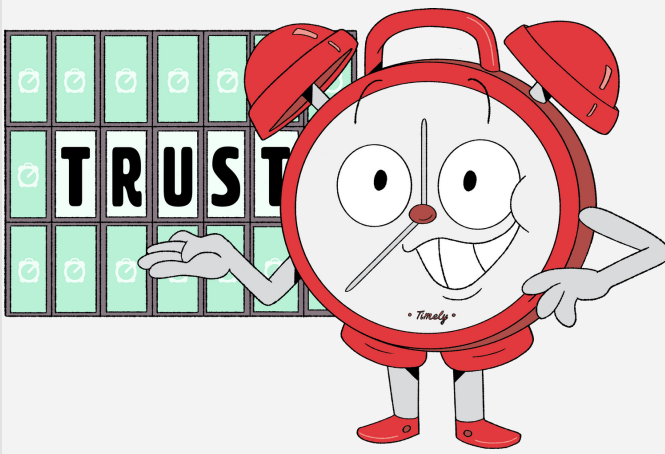
- *I am on a delivery. I can meet you today at 2 PM or 4 PM at 123 Main Street. Which time works better for you?*
- *You seem to love this mattress. Great choice! You can take it home today or I can deliver it to you. Let's go back to my desk and get this done for you.*
- *I'm thrilled you found the best mattress for you. While I'm getting your mattress ready to take home, would you please click this link to leave me a 5-star review? It really helps!*

The face of a clock tells the time. The face of a customer tells your ability to communicate and **Get the Trust**. Trust is built by talking less and listening more. Look in the MBA Action Academy to discover the **12 Milestone Moments** to build your Funnel of Trust.

*How can you tell if a clock is hungry? It goes back four seconds.* How can you tell if an MBA Dealer got the trust? The customer goes forward. Keep customers moving forward in your Funnel of Trust by improving your **Communications**.

Great communication builds great Communities. Communicate often with your Coach. Your coach is successful when you are successful. Trust your MBA Community. We're here to support YOU.

**Get the Trust** by fine tuning your **Communication** skills.



MBA customers want to buy locally from you because of YOU. Your empathy, integrity and **Personality** builds trust. You can measure your success with this Essential Skill by tracking the way a customer moves through your funnel, or as I like to call it, your **Funnel of Trust**.

In business, **Funneling** is the process of guiding potential customers through a series of strategic steps that lead to them making a purchase. Your ability to effectively communicate and build trust will move customers through the Funnel of Trust and ultimately build a long-term successful business.

In The Roadmap to Success Workbook, you will track people as they move through the Funnel of Trust:

#### CONTACTS -

Any person who contacts you as a result of your marketing efforts

#### APPOINTMENTS -

Any Contact who confirms a time to meet you in your Showroom

#### CUSTOMERS -

Any scheduled Appointment who shows up in your Showroom

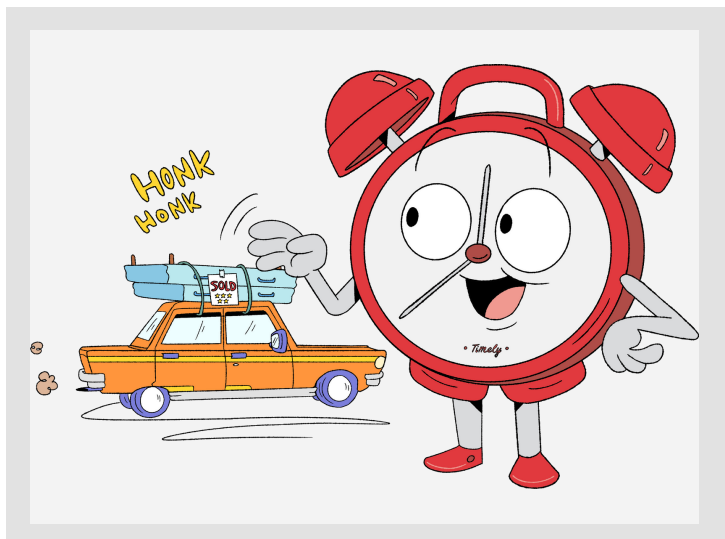
#### BUYERS -

Any Customer who makes a purchase

#### CHAMPIONS -

Any Buyer who gives a 5 star review and sends referrals





# Sales:

## Get the Deal

### #6 of 8 Essentials

Don't watch the clock; do what the clock does.  
Keep going forward.

Keep going forward with your customer through the step-by-step **Sales** Process designed to **Get the Deal**.

Take the time to be fully present with your customers in the showroom. The steps to making a deal require patience and focus. **Get the Deal** by following our step-by-step **Sales** Process.

You'll **Greet the Customer** at the front door and immediately invite them to sit down at your desk. Remember, your desk is positioned with pictures and non-verbal cues that build trust. You may even have a coloring area for kids. Your desk area will be covered in pictures of happy customers. Your desk is a safe place for your customers to make a very important decision.

You'll take the time to make a **5-Minute Friend**. You'll connect as you gently determine the customer needs and the best payment Plan. The 5-minute Friend leads to the customer filling out the payment plan applications. Get your customer pre-qualified. 90% of your customers will take advantage of the 90-Days No Interest Payment Plan. If they don't pay in 90 days, they have the option to continue the payment plan programs. Be confident discussing **Payment Plans**. The 90-Days No Interest Payment Plan helps almost everyone buy a better mattress.

Customers will buy the mattress that is most comfortable for their back and their wallet. After you determine what is best for their wallet, you will move from your desk to the **Products**.

For this step in the process, the product isn't about price. The product is about **Customer Comfort**. Never underestimate the cost of a bad night's sleep. The customer needs your help to find the right mattress so they can get that much needed rest.

You'll match the product to the customer's preferences. You won't show every product in the showroom. As soon as you have the right match, step back and let the customer linger on the mattress they love. Watch the customer exhale. Relax those shoulders. Anticipate the chime of the victory bell tower.

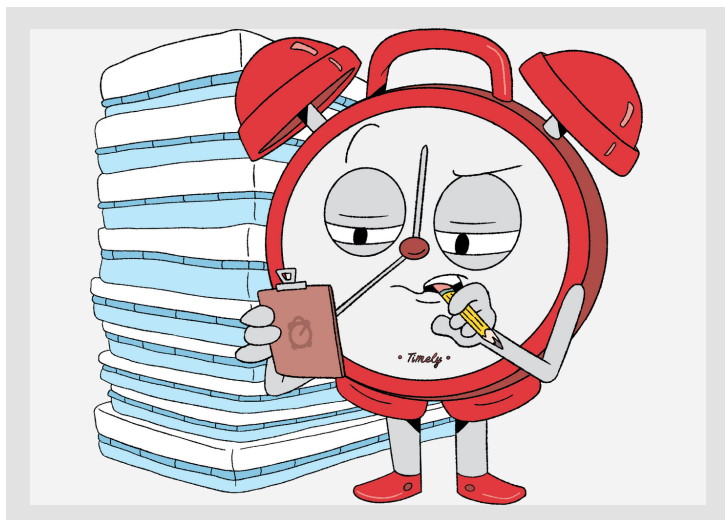
After you find the mattress your customer loves, you will all go back to your desk. This is a return to a safe space and makes it easy to finalize the paperwork. Your desk is the place for **Overcoming Objections**, adding **Accessories** and **Negotiating** if needed.

Remember to raise your prices as you grow your business. You can always come down in price when the need arises. **Get the Deal** that works best for BOTH you and your customer.

Discuss **Delivery** options and close the sale. **After the Sale** is done, signed, and paid, sound the alarm! CELEBRATE! Take pictures of happy customers. Give customers a minute to post a **Google 5-star Review**. Talk about how your business is built on **Referrals**. Thank them!

Enjoy every step of the sales process as you keep going forward with your customer.

**Get the Deal** by following our step-by-step **Sales** Process.



# Inventory:

## Get the Products

### #7 of 8 Essentials

Don't hit the snooze button when it comes to ordering products! Track your **Inventory** and **Get the Products** to grow your business.

Your MBA business is successful because we maximize the amount of cash coming in while minimizing the amount of cash going out. Managing **Inventory** effectively is Essential. Be decisive by keeping products in stock that sell fast and sell off the products not performing.

For every mattress you sell, replace it with two mattresses until you are at full inventory. Put two mattresses into your Portal cart immediately after each sale. When you hit the minimum, place the order. This **Cycle of Ordering** is important to reach full inventory.

You do not need to be a mattress expert to make smart choices about inventory. This is an industry with constantly changing products. Your MBA team will help guide your product decisions. Profit-wise: 80% of a fully inventoried business' profit comes from Queens and Kings mattresses. **Accessories** boost your ticket and profit margins. As you gain more experience, you will learn to upsell customers to the highest quality products.

Just as you did for your opening order when setting up your showroom, you'll want to be good at **Navigating the Portal**. Once a product order is placed, plan ahead to receive the order.

Some manufacturers are better at **Truck Scheduling** than others. This could become a pain point if the delivery driver doesn't call prior to delivery as planned.

The **Delivery Process** is always smoother when you plan for the unexpected. Relationships help! You'll know you have a great relationship with your driver if they give you their cell phone number and make a point to call you directly to plan delivery. *My driver's name is Bob. He loves chocolate and Star Wars.*

The driver will hopefully become a friend, but remember, the driver does not help unload the truck. **Unloading** the truck takes pre-planning. You will need to have the proper equipment and/or help if available. As the truck is being unloaded, be absolutely sure to check that the products match your original order and are in good condition – before accepting the delivery. Any errors should be noted and fixed right away.

If you are having a shipment by **FedEx or UPS**, it is best to have these shipments sent to your home. These shipments usually arrive as a Bed-in-a-Box, and sadly, these delivery drivers almost never wear watches. If you are unavailable to sign for a delivery, it will be returned.

In very rare circumstances, you will have a customer contact you about **Warranties**. If you experience a delivery or warranty issue, these topics are covered in depth in the "Policy FAQ" section in the dealer panel of The Portal. If you have support related questions, please contact your Coach. If your Coach instructs you to contact Customer Service (CS) team for assistance with your issue, contact CS via email at [cs@mattressbyappointment.com](mailto:cs@mattressbyappointment.com).

**Get the Products** to build **Inventory** and increase profits.





# Progress:

## Get the Rewards

### #8 of 8 Essentials

The greatest reward of all time is the ability to spend it with the people and projects you love. To **Get the Rewards**, you must track your **Progress**.

You have invested time, money and energy to progress through the MBA Process. Now, you must invest the time to track your progress. You deserve the rewards and return on your investments. Use your time wisely with **The Roadmap to Success Workbook**.

The Roadmap to Success Workbook is how you will track your progress during your first year with MBA. Read through the entire Workbook. Then, work with your Coach to set your individual goals and Action Lists. You won't be good at all **Eight Essential Skills** and all **Eight Essential Actions** when you first begin. Be honest with yourself and seek help.

Being your own boss is a great reward! It also has its risk – if you become a bad boss to yourself. The Roadmap to Success Workbook is the perfect way to hold yourself accountable. By using the Workbook, you will see your areas of strength to celebrate and your areas of weakness to improve.

I'm always alarmed when I hear stories about Dealers skipping steps or cutting corners. They think: *What is the harm in getting a fancier sign? Why do I have to communicate daily? Who cares if my delivery driver's chihuahua ate chocolate?*

They stop asking questions and stop building connections. They lose touch with the customers the MBA business model was designed to serve. They become more of a retail store and wonder why the program doesn't work for them. To avoid these types of mistakes that lead to a loss of your investment, you must track your progress.

You can bank on the MBA Process when you are Timely and consistent in all your actions. Your hard work and Timely Actions will bring you freedom, wealth, and wisdom. Enjoy the great reward of seeing your business grow and your profits soar.

This is your time! When you track your **Progress** as you progress through the MBA process, you will **Get the Rewards**.

These Eight Essentials are the key to your MBA Success. **Eight Essential Skills** and **Eight Essential Actions** will bring you more Money By Action.

1. **Timely Action: Get Started**
2. **Business Basics: Get the Smarts**
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