



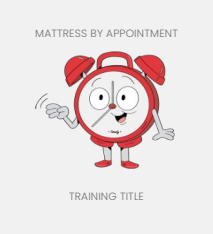
MBA Action Academy

Eight Essentials Training

Onboarding: **Essentials 1-3**

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MATTRESS BY APPOINTMENT



TRAINING TITLE

OVERVIEW


- **Guide Through MBA Action Academy**
 - **8 Essential Skills and Actions**
 - Timely Action-Meet Timely



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Essential Skills

1. Timely Action
2. Business Basics
3. Showroom
4. Marketing
5. Communications
6. Sales
7. Inventory
8. Progress



Timely:
Get Started!

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Essential Skills: **Essential Actions**

1. **Timely: 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**

MBA ACTION ACADEMY Timely:
Get Started!

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MATTRESS BY APPOINTMENT



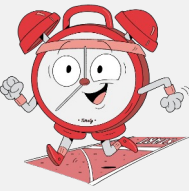
TRAINING TITLE

MBA ACTION ACADEMY

OVERVIEW

- **Guide Through MBA Action Academy**
 - 8 Essential Skills and Actions
 - **Meet Timely**

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MBA ACTION ACADEMY

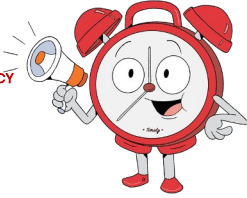
TIMELY ACTION: **GET GOING**

- Essential Skills
- Essential Actions
- Timely Tips
- Time Traps
- Think This
- Say This
- Do This
- Success

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TIMELY TIP:

- Timely Action creates urgency. New Dealers who execute tasks with **SPEED** and **EFFICIENCY** achieve the greatest success.



Timely:
Get Started!

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TIME TRAPS:

- Manage Time Wisely
- Skills require continuous improvement over time.
- There will always be something new to learn.

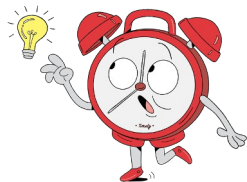


Timely:
Get Started!

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THINK THIS:

- Urgency is important for the following reasons:
 - Scarcity mindset
 - Decision catalyst
 - Emotional impact
 - Faster sales cycle

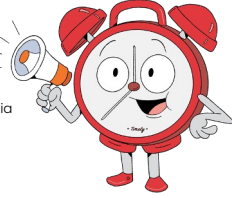


Timely:
Get Going

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SAY THIS:

- I like making URGENCY into a game, called: How fast can I _____ ?
 - For example, I ask myself: How fast can I make my social media posts each morning?

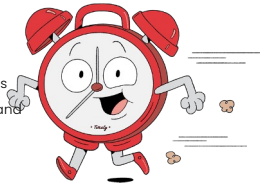


Timely:
Get Going

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DO THIS:

- Top Dealers Remain Consistent
- Manage Time Wisely
 - Stay consistent with your Actions
 - Ride the Roller Coaster of Ebbs and Flows
 - Keep Urgency in your Actions



Timely:
Get Going

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SUCCESS

- **MONEY BY ACTION**
- I'm here to remind you that **Time is Money, And Money requires Action!**



Timely:
Get Going

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BUSINESS BASICS:
GET THE SMARTS

- The Portal
- First 90 Days
- Stages of Running the Business
- Understanding Cash Flow
- MBA Role vs Owner Role
- Traits of a Successful Dealer




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The Portal

Under Construction

- X
 - X
 - X
 - X
- X
 - X
 - X



Business Basics:
Get the Smarts


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First 90 Days

Grow Your Inventory

This is done by reinvesting your profits or a portion of your profits back into the business.

- Limited initial Order
- Fast Marketing
- Build Inventory



Business Basics:
Get the Smarts

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First 90 Days

Controlling Profit Margins

- Gross Sales – Expenses = Profit
- With **profit margins at 45%**, expect these numbers in the first 90 days. These numbers are based on the sale of your Initial Order.
 - Month 1 – Gross Sales are \$10,000, Profit will be \$4,500
 - Month 2 – Gross Sales are \$12,000, Profit will be \$5,400
 - Month 3 – Gross Sales are \$14,000, Profit will be \$6,300




Business Basics:
Get the Smarts

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First 90 Days

End-of Month Inventory Levels

- Targeted amount of \$25,000 in Inventory.
 - Month 1 - \$11,500
 - Month 2 - \$17,750
 - Month 3 - \$25,250
- Reinvest Profit back into Inventory
- More Inventory = More opportunity
 - X




Business Basics:
Get the Smarts

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First 90 Days

Controlling Expenses

- The Danger of Higher Expenses
 - Increased Expenses Lead to Lower Profit Margins
- Living Expenses
 - Spend Less to Make More
- First 90 Days
 - Save Every Penny
 - Invest in your Inventory




Business Basics:
Get the Smarts

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First 90 Days

Stages of Running the Business:

- Starting your Business
 - Eight Essentials Quick Start Guide
- Your first 100 Sales and Cash Flow Management
 - Roadmap to Success Workbook
- Maturity (Life is good!)
 - Build a Strong Foundation
 - Follow the Plan


 Business Basics:
Get the Smarts

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Understanding Cash Flow

Reviewing the Basics

- Cash Flow Basics
 - Cash Inflow—Money coming into your business.
 - Cash Outflow
 - Net Cash Flow
- Managing Cash Flow
 - Track and Forecast:
 - Control Expenses
 - Plan for Seasonal Variations:


 Business Basics:
Get the Smarts

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MBA Community

MBA role vs Owner role

- Your MBA Coach is your #1 source for support
- Your role is to take responsibility for the journey
- Your job is to drive to success
- Trust the process and communicate often.

 Business Basics:
Get the Smarts

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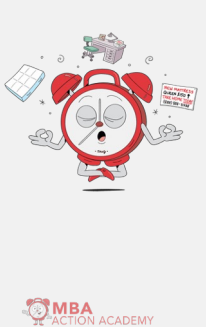
MBA Community

Traits of a Successful Dealer

- Use Timely Action. Don't wait and don't procrastinate!
- Develop ALL Eight Essentials Skills
- Do ALL Eight Essential Actions
- Follow the Roadmap to Success
- Communicate weekly with your Coach
- Stay active in the MBA Community and use all the MBA Resources
- Focus your time and efforts on the MBA Model of Urgency, Value and Payment Plans.

MBA ACTION ACADEMY Business Basics:
Get the Smarts

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SHOWROOM:
GET THE FLOW

- **Layout**
- First Order Arrival

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Layout

Keep it Simple and Save Money

- **Showroom Flow**
 - Cash Flow > Don't Waste Money; Stash the Cash for Inventory
 - Value > You Save Money so you Pass on the Savings to your CUSTOMER!
 - Anti-Retail > Convey Urgency and Value
 - Ideal Location > 1200sq ft of open space
 - Safe and Easy Access for Deliveries and Customers


MBA ACTION ACADEMY Showroom:
Get the Flow

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Layout

Tell a Story of Value

- **Showroom Strategy**
 - Set up > Flow from Highest to Least Expensive Mattress
 - Line-up > Customers to experience the feel from Firm to Plush
 - Warehouse Atmosphere > No Spec Cards or Prices Displayed; Inventory
 - Showroom Design > Portrays Value; Urgency; Payment Options; Local Family Owned; Credibility; Eagerness to HELP (Not Sell)


 Showroom:
Get the Flow

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Layout

Keep it Simple and Save Money

- **Desk Area**
 - Non-Verbal Selling; Build Trust and Make Customers Comfortable
 - Display Happy Customer Pictures and Reviews
 - Provide Children Activities or Play Area
 - Purchase Inexpensive Table and Chairs
- **Technology**
 - Desktop or Laptop with Internet Service and Invoice Software (optional)
 - Credit Card Processing Capabilities


 Showroom:
Get the Flow

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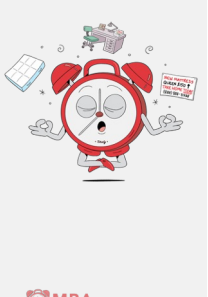
Layout

Keep it Simple and Save Money

- **Showroom Signs:** Keep the Theme; Anti-Retail
 - Outdoor/Exterior Signs
 - Front door Sign
 - Window Signs
 - Interior Signs
 - Sold Signs
 - MBA Store & Phone # Sign

 Showroom:
Get the Flow

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SHOWROOM:
GET THE FLOW

- Layout
- **First Order Arrival**

MBA
ACTION ACADEMY

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First Order Arrival

Preparing for your First Order

- Marketing Material (non-digital)
 - Blank Yard Signs
 - Business Cards
 - Flyers; Posters
- Warehouse Supplies
 - Back Brace; Gloves
 - Moving Carts and Dollies
 - Ratchet Straps; Packing Tape; Bailing Twine; Box Cutter

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Showroom:
Get the Flow

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First Order Arrival

Arrival of Merchandise

- Truck Arrival
 - Truckdriver to Call Prior to Arrival
 - Assist with Backing in or Parking; Be helpful; Offer Water
- Unloading Truck
 - Invite Friends and Family to Unload
 - Use Carts to Move Mattresses, Foundations and Frames
 - Review the Packing Slip for Accuracy and Quality; Keep Records

Notify Coach upon First Order Arrival of Merchandise

MBA ACTION ACADEMY

Showroom:
Get the Flow

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