



**MBA Action Academy**

# Sales

Essential 6: **Get the Deal**

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MATTRESS BY APPOINTMENT



Essential #6: Sales  
Get the Deal

## OVERVIEW

- **The Greeting**
  - Introduction
  - 5-minute Friend
  - Learn Their Needs
- **Lease-To-Own**
- **Showroom Presentation**
- **After the Appointment**
- **Creating a Champion Customer**

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### The Greeting

#### Introduction

- You need to build an immediate rapport
  - Meet them at the door
  - Quick hello & confirm names
  - Where did they hear about Mattress by Appointment?

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**The Greeting**

**5-Minute Friend**

- Ask them non-mattress questions
  - Are you local to the area?
  - Where do you work?
  - Comment on their car, talk about their kids, if they have a sport team shirt or hat mention that. Try to get to know them.
  - Transition into why they came to your shop, "I could talk to you all day, but you came here for a bed."

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**The Greeting**

**Introduction**

- Ask them to take a seat at your desk
- Explain how Mattress by Appointment is Different
  - No store hours
  - No hourly employees
  - No fancy space
  - Owner/Operator
  - Low Overhead help me pass the savings to you!

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**The Greeting**

**Learn Their Needs**

- What size mattress they are needing?
- Which room/purpose is the mattress for?
- What is the situation with their current mattress?
- Do you like it more firm/soft?
- Do you want a box spring/frame/etc?
- What furniture do they currently have?
- What type of frame? Metal railings vs headboard and everything

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MATTRESS BY APPOINTMENT



Essential #6: Sales  
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### OVERVIEW

- The Greeting
- Lease-To-Own
  - Introduce the LTO
  - Explain the Process
  - Choosing the Right Company
  - Applying
  - Approved
  - Denied
- Showroom Presentation
- After the Appointment
- Creating a Champion Customer

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### Lease-To-Own

#### INTRODUCE LTO

- “By the way, were you interested in the payment plan?”
  - 4 answers: Yes, No, How does it work?, Depends on the price
  - Regardless of the answer, always explain the program.

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### Lease-To-Own

#### Explain the Process

- “Let me explain it to you.”
- “You have an initial payment as little as \$10, it’s interest free for 3-4 months depending on which company we use today. They set it up as a 12 or 18 month payment plan. That gives you smaller and easily managed payments.”
- “To qualify you have to a checking account and regular income.”

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**Lease-To-Own**

**Explain the Process**

- "If interested in that at all, most people apply first to see what their approval is."
- If they say, "maybe" or "no" at that point, don't push it. You can readdress later. Move into Showroom presentation.
- If they say, "yes" we move onto the application process.

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**Lease-To-Own**

**Choose the Right Company**

- "Where do you bank?"
- A lot of our customer use Neo-Banks such as Chime, Cashapp and Varo. These are less likely to get approved.
- If they use a bank or credit union you can choose any option.
- Learn the terms of each company so you are ready to explain and answer questions.
- Spread the love between companies- give each a first look in turn.

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**Lease-To-Own**

**Apply for LTO**

- You fill out the form for the customer.
- Fill out all three forms at one time, but only submit one at a time.
- Always ask they if they have money in the account.
- Get their ID, debit card and routing and account number.
- When asking for address say, "what's the address on the checking account?"
- When asking income ask how often they are paid, what's an average paycheck, and last pay day.

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**Lease-To-Own**

**Apply for LTO**

- Once you have all three forms fill out submit 1.
- If you get an approval that you think will work, stop there.
- If you get denied or low approval, explain that you will try another company.

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**Lease-To-Own**

**Approval**

- Congratulate them on the approval.
- Move into the showroom presentation.

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**Lease-To-Own**

**Denial**

- If they are denied all three LTO companies ask a few more questions.
- Do they have money they are pay with right now?
- Is there someone else who can apply for them?
- You may consider a lay away program.
- If this was their only option explain that they can reapply at a later date.
- Perhaps consider a new banking option.
- Do you best to have them leave a friend!

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MATTRESS BY APPOINTMENT



Essential #6: Sales  
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### OVERVIEW

- The Greeting
- LTO
- Showroom Presentation
  - Showroom Introduction
  - Customer Comfort
  - Negotiating/Objections
  - Adding Accessories
- After the Appointment
- Creating a Champion Customer

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### Showroom Presentation

#### Showroom Introduction

- I have mattress laid out from most expensive to least expensive.
- More money doesn't mean more comfort.
- Talk briefly about box springs versus platforms.
- Do you like a soft, medium or firm?
- Start at the top and try them all-this will help you decide what comfort you like, as well as what you don't like.
- Give them space, don't hover!



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### Showroom Presentation

#### Customer Comfort

- Once they have taken some time trying the bed ask, "which did you like?"
- They should have narrowed it down to 2 or 3.
- Quote prices by anchoring with "MRSP," which is roughly double what you sell it for.
- Close by asking if they can take it home, or if they need delivery?



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**Showroom Presentation**

**“Objections”**

- What brand are these?
- They they flippable?
- Why are they so expensive?
- Do they have warranties?
- I want to look around?
- I need to check with...mom, dad, significant other?
- I don't know what size I need. (Full vs. queen, Calking vs. King)
- Do you offer a sleep trial?

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**Showroom Presentation**

**Negotiating**

- Tell me what you are thinking...
- What budget did you come with today?
- Offer \$50 off
- Offer a Free Mattress Protector
- Offer a “free” upgrade to a platform
- Offer Free Delivery
- This is a great time to re-introduce the payment plan

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**Showroom Presentation**

**Adding Accessories: Protectors**

- Once sitting down at the desk simply ask if they would like to add on a protector.
- It protects against: Stains, Spills, Sweat and “life” that happens on mattresses.
- A stained mattress will void the warranty.
- Anything soaking into the mattress will wear it out faster!
- Offer 2 so they can wash one and still have one on the bed.

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Showroom Presentation

Adding Accessories: Platforms

- If they need a foundation offer a box spring or platform
- If you chose to sell as set offer a platform "upgrade"
- If you chose to sell separately sell the box spring for \$150, or for just \$50 more you can get a platform!
- Platform Upgrade: Easy to move, higher weight capacity, storage under bed.



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Showroom Presentation

Adding Accessories: Pillows

- Once you have pillows you can have them "pick a pillow" for their mattress journey.
- At the end you simply ask if they like the pillow, as they can add them on today.
- Pillows are an easy add on if they fell in love with it during the sales process.



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Showroom Presentation

Adding Accessories: Bundling

- A more advanced sales technique is bundling
- Offer a protector/pillow bundle add on
- Do a full set up bundle deal!
- Someday you'll have adjustable bases and this can be huge savings for our customer from Big Box stores!



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MATTRESS BY APPOINTMENT



Essential #6: Sales  
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### OVERVIEW

- The Greeting
- LTO
- Showroom Presentation
- After the Appointment
  - Closing the Deal
  - Getting it Home
- Creating a Champion Customer

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### After the Appointment

#### Closing the Deal

- Write up Invoice
- Use Point of Sale to accept payment OR
- Input information for the payment plan
- Have them sign the invoice
- Explain the All Sales Final policy
- Final explanation of the payment plan
- Attach Customer Information sheet
- Mark as delivered if they take it with them right then!

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### After the Appointment

#### Getting it Home

- Are they taking it with them?
- Having ratchet straps on hand to help
- Delivery—charge for this, your time with worth it
- Get the address, schedule a time, get it there.
- Mark LTO's as delivered once in customer's procession.

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MATTRESS BY APPOINTMENT



Essential #6: Sales  
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### OVERVIEW

- The Greeting
- LTO
- Showroom Presentation
- After the Appointment
- Creating a Champion Customer
  - Review
  - Picture
  - Referral

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### Creating a Champion Customer

#### Google/Facebook Review

- Ask for a review while writing up the invoice
- Don't be afraid to script them a bit
- Great Deals, Fast, Easy, On Hand, etc
- Have a QR code or link for easy quick access



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### Creating a Champion Customer

#### Customer Photo

- Take a photo with Thumbs up and Holding Sign

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**Creating a Champion Customer**

**Referrals**

- Ask them to tell their friends
- Hand them business cards with referral offer
- \$25 Cash for any referral that spends \$300 or more
- Ask where they work, ask them to leave in breakroom!

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**Creating a Champion Customer**

**Sales Funnel**

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**Sales: Get the Deal**

**Summary**

- Get them in the door
- Get the trust
- Get them approved
- Get them on bed they love
- Get it home
- Get the referrals

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MATTRESS BY APPOINTMENT



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### Up Next

Essentials #7  
Inventory: **Get the Product**  
&  
Essential #8  
Progress: **Get the Rewards**

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