

## WORDBOARD RESPONSES

When replying to people, it is important to understand that the goal is to get them to make an appointment. (Your first close.) You are not trying to sell them a mattress. Before you close, you need to ask 2 questions first. If you close too early, you will come across as pushy. Build trust and ALWAYS END WITH A QUESTION. The one asking the question is in control.

- A. Question or answer from them
- B. *Wordboard Title*
- C. **Response** (*Phrase in Wordboard*)

1.

A. IS THIS AVAILABLE?

B. *AM/Noon/PM*

Ca. **Good morning, I'm \_\_\_\_\_!** I currently have some mattresses still available in stock ready to take home same day, but what size or sizes are you needing?

Cb. **Good Afternoon, I'm \_\_\_\_\_!** I currently have some mattresses still available in stock ready to take home same day, but what size or sizes are you needing?

Cc. **Good Evening, I'm \_\_\_\_\_!** I currently have some mattresses still available in stock ready to take home same day, but what size or sizes are you needing?

2.

A. They give you the size or say how many they need. It does not matter what size they say.

B. *Location*

C. **I do have some left in inventory, and I am still able to offer the \$1 Down program IF you are interested. I'm located \_\_\_\_\_ (give a general area, crossroad, or landmark). How soon did you want to get something?**

3a.

A. They will typically say now or later. If they say anything in regard to “now” for example today, asap, now, then move to setting the appointment.

B. **Now**

**C. Would you like to come in today and see if what I have available now in inventory or would tomorrow be better for you?**

3b.

A. If they need “later” (next week, month, etc)

B. **Later**

**C. I usually book times same day or day before. My number is \_\_\_\_\_, call or text me when you are ready, and we will set a time that works for both of us.**

4.

A. After they pick the day, then we will narrow it down to a time. Let’s assume you have the day wide open, so it will not matter about the time. You do not want them to know that. You need to look busy.

B. **Timeframe**

**C. I am the owner and only employee and I set up times to meet families, which is one way I can keep my prices low and why my inventory changes daily. I can meet you as early as \_\_\_\_\_ or would \_\_\_\_\_ be better? (Offer 2 times that work for your schedule)**

5.

A. They give you a time or timeframe and you agree on a time. Now you need their name and cell number. With Facebook many people don’t use their real name. So it’s okay to ask!

B. **Cell**

**C. Can I get your name and number? I’ll text you the address and directions. Then you can call or text me is something comes up.**

6.

A. Once they give you their number you want to let them know what to expect.

B. **Text Confirm**

C. **Thank you! I'll text you here shortly with all the information. I'll also send you a reminder text before we meet.**

7a.

A. Move to texting

B. **After Appt 1**

C. **Hi, \_\_\_\_\_ (customer's name), this is \_\_\_\_\_ (your name). I have you down to meet me at \_\_\_\_\_. I am looking forward to helping you get your new mattress. IF u want to do our payment plan, please bring checking account information with you. (cash or cc are accepted as well). Mattress by Appointment is located at \_\_\_\_\_ (put your address and google link).**

7b.

A. Two-part text.

B. **After Appt 2**

C. **ALSO, please don't take this the wrong way, but don't be "THAT PERSON" LOL...if you would let me know if u will be running late or if something changes. I am only at my shop when I am meeting someone. Thanks for understanding and drive safely! 😊 . Please give a 👍 if u got this. Thanks!**

8.

A. Confirming the next morning. (Unless the appointment was made the same day.)

B. **Confirm AM**

C. **Good morning! I am looking forward to showing you what I still have available, so you can pick out your new mattress. Just confirming we are meeting at \_\_\_\_\_**

9.

A. Confirming the same day.

B. **Confirm Same**

C. **Hey! I am looking forward to showing you what I still have available, so you can pick out your new mattress. Just confirming we are meeting at \_\_\_\_\_**

10a.

A. They confirm "yes."

B. **PP Remind**

C. **Great! Just remember if you wanted to do that payment plan to bring your ID, checking account info and your debit card with at least \$40 on it.**

10b.

A. They cancel.

B. **Cancel**

C. **Thank you for letting me know! Would you like to reschedule?**

Questions we may get:

A. They ask for the price, but they do not ask for the set. This is the 4-inch foam (plaid). Remember that the goal is to get them in the door. Remember to always end with a question! If price is a big concern, ask they are interested in the payment plan.

B. 5 of them. **King/CK/Queen/Full/Twin**

C. **King mattresses start at \$275, and it goes up from there depending on what is comfortable to you and what I have left in inventory. (Cal king \$275/Queens \$150/Fulls \$140/Twins \$130)**

A. If they are asking price or price range, answer with price question and follow up asking if they were interested in the payment plan.

B. **Payments?**

C. **Were you interested in the payment plan at all?**

A. How much is the one in the picture?

B. **Pic**

C. **I have different ones that look the same but feel completely different. It just depends on which one is comfortable for you.**

A. How much is a pillow top?

B. **PT**

C. **A pillow top does not mean anything other than making it sound like something better. You can have a pillow top that's firm, soft, no warranty, 20-year warranty, inner spring, pocket coil, etc. The only way to tell if a mattress is right for you is the lay on it.**

A. When they ask about a certain brand.

B. **Brand**

C. **There are over 900 different mattress manufacturers. Does it have to be that name, or are you wanting to save money on a mattress that is similar and still has a 10 to 20-year warranty?**

A. Will you send me a picture?

B. **Pic**

C. **I do not like sending pics because my inventory changes daily and I do not want to be accused of bait and switch and a pic will not tell you if it will be comfortable for you. I do have some available in inventory now.**

A. How much do you charge for delivery?

B. **Delivery**

**C. Local Delivery is available, I don't charge a lot, but we normally work out all the details when we meet.**

A. Do you have a website?

B. **Website**

**C. I do not have a website because my inventory changes daily and I never want to be accused of bait and switch.**

A. How much are the payments?

B. **Payment**

**C. Your payment will depend on which one is comfortable for you.**

A. They say they don't drive or can't get to your store.

B. **Don't drive**

**C. I like to meet people in person so they can decide which mattress works for them. Were you interested in the payment plan? We could apply over the phone and if you get approved, we can figure out the best way to get you a new mattress. Does that work for you?**

A. How does the payment plan work?

B. **PP**

**C. To do the payment plan, you just must have income and a checking account. They really don't care about your credit, just mainly income consistency. Is that a problem?**

A. When I go out of town.

B. **Vacation**

**C. I am out of town and will be back \_\_\_\_\_. The question is...are u patient enough?  
lol Would you like me to contact you when I get back and we can set up a time?**

A. If they ghosted me. Send this out maybe a few days later.

B. **Ghosted**

**C. Hey, it's \_\_\_\_\_ with the mattresses. I just received another truckload and currently it's still only \$1 down. Do you still need a mattress?**