

Dealer Selling Cheat Sheet



The Young-Ins

18 - 34 years old

Did you know that...

- **66%** of women were neutral about the amount of sleep they get **YET...**
- **62%** of men were satisfied with the amount of sleep they get

On top of that...

- **52%** of young-ins struggle to sleep because of pain

AND...

- **29%** of that pain is back pain

Try asking young women customers about back pain. For young men, try focusing more on the benefits of a new mattress, instead of the faults of the old one.

Young-Ins are the group that's most likely to buy online. So, if you're targeting this group, make sure your website is clear and easy to navigate on.

Some More Stats...

- **72%** of young-ins normally sleep with a partner
- **28%** of young-ins normally work or watch TV in bed
- **28%** of young-ins normally sleep alone most nights
- **7%** of young-ins have kids that often jump in bed
- **78%** of young-ins want room for a King/Queen size bed but... most young-ins don't want to spend more than \$600 for one

46% of young-ins know that they're using a boxspring foundation

49% of young-ins know that they're using an innerspring or foundation bed

AND... 25% of young-ins have NO IDEA what they're sleeping on

The Young-Ins

18 - 34 years old

When selling to young-ins, you may need to take some time to educate them on what mattress might suit them best. Chances are, we've never been in a mattress store, let alone had to consider purchasing one.

Sleep Tendencies...

- **60%** of young-ins are side sleepers
- **32%** of young-ins want a hypoallergenic mattress
- **21%** of young-ins want a firm-edge mattress
- **15%** of young-ins could be sold a bed frame or some pillows
- **17%** of young-ins are considering adjustable options

ANDDD Finally...

- **80%** of young-ins think sleep is important
- **45%** of young-ins want more than 7 hours of sleep per night

Young-ins know how important sleep is, but they don't believe it enough to change their habits. Probably because they're young and their bodies recover faster. But that changes over the 7 years between mattress purchases. And the mattress they buy will have to last them into that aging process.

Young-ins have probably never been mattress shopping, and they want a lower-cost, large bed. They don't get enough sleep but know they should. Plus, they think visiting a store is a good idea, but don't want to make the effort, so they consider online.

It's important to keep them engaged and educated, and they're likely to stick around for a purchase.

The Middle-Agers

35 - 54 years old

Unhappy Sleepers...

- **56%** of middle-age men say they are dissatisfied with the amount of sleep they get
- **66%** of middle-age women say they are dissatisfied with the amount of sleep they get

Sleeping with Pain...

- **49%** of middle-agers have some kind of pain that affects their sleep. For most, it's either back, shoulder, hip, or neck pain.

NOTE, with this demographic of customer, pointing out the reduced aches-and-pains benefit of a new, quality mattress could definitely help your up-sell opportunity.

Understand Themselves...

- **74%** of middle-agers KNOW they don't like foam mattresses
- **64%** of middle-agers sleep on their sides
- **93%** of middle-agers know what they're sleeping on
- **58%** of middle-agers currently have a pillowtop or innerspring
- **54%** of middle-agers currently have a boxspring foundation
- **87%** of middle-agers want a King or Queen mattress

Willing to Pay...

Middle-age women are your best allies! This is because, on average, they're willing to spend up to \$2,400 on a King mattress, whereas on average, men are willing to spend up to \$800.

Be ready for women to use you, the salesperson, to convince their significant other that the more expensive mattress is right for them.

The Middle-Agers

35 - 54 years old

Random Stats for you to Know...

- **23%** of middle-aggers want firm edges
- **13%** of middle-aggers want a mattress protector
- **20%** of middle-aggers want a mattress made in Canada
- **18%** of middle-aggers want an adjustable base
- **11%** of middle-aggers want new pillows
- **14%** of middle-aggers want a bed frame
- **6%** of middle-aggers want storage underneath

Great News...

Because middle-aggers grew up before the internet, they are unlikely to buy a mattress online!

But... middle-aggers love to cross-shop, so be ready for them to visit 2 or 3 stores before they decide to purchase

Middle-aggers know who they are and know what they like, but the aches and pains of aging are compounding faster than they've anticipated. They're willing to spend money on a big mattress, as they're seeing the benefits of sleep.

But knowing what they like can make them picky. They'll need a partner in the buying process: someone that will help them understand their choices to get the best possible solution.

The Experienced Ones

55+ years old

Low Standards...

- **52%** of 55+ women are neutral with the amount of sleep they get
- **70%** of 55+ men are neutral with the amount of sleep they get

This may mean that people 55+ have become accustomed to bad sleeps. So, when selling to them, try to focus on why “just an acceptable” night of sleep shouldn’t be acceptable. Remind them that continued vitality starts with an amazing night of sleep.

Along with that, almost 50% of people 55 have pain that affects their sleep. A promise of relieved pain can turn a neutral attitude about a current mattress into a “let’s replace it immediately” attitude.

Sleep Tendencies...

- **70%** of experienced ones sleep on their sides
- **95%** of experienced ones know what they’re sleeping on
- **64%** of experienced ones have a pillowtop or innerspring
- **58%** of experienced ones have a boxspring foundation
- **36%** of people 55+ want a new mattress because of health issues
- **21%** of people 55+ want a new mattress because of sagging and body impressions
- **58%** of people 55+ want a new mattress because they’re sleeping poorly

People 55 years of age & over love sleep. However, they can be both easy and hard to work with. Although they know what they want, they are also very stuck in their ways, so they can be very tough to sell to.



**If you're interested in learning
more, please reach out to us
directly at aidanm@restwell.com**

