

STEPPING UP TO A
LIFESTYLE BASE
RSA SALES TRAINING OUTLINE

**HOW-TO INVITE A CUSTOMER TO S.T.E.P. - U.P.
TO AN ERGOMOTION LIFESTYLE BASE**

ALWAYS REMEMBER!

You Are In Control! When presenting, always hold the remote in your hand until after you present the benefits & features of the Ergomotion Lifestyle Base.

S: STRESS THE BENEFITS OF THE BASE TO EVERY CUSTOMER; BEFORE, DURING, AFTER

- **BEFORE:** Present during the comfort-test.
- **DURING:** Surprise them while they lay on a mattress during the mattress presentation.
- **AFTER:** Offer as an alternative upgrade to traditional flat foundation after mattress is chosen

T: TEST DRIVE ZERO G POSITION

BENEFITS OF THE ZERO G POSITION YOU SHOULD BE PRESENTING:

- Mimics the weightlessness feeling of Zero Gravity
- Can help lower blood pressure & improve circulation by elevating legs slightly above the heart
- Takes pressure off of the lower back which can reduce pain and tossing & turning

E: EXCITE THE CUSTOMER

1. Start with a soothing foot massage in the lowest setting.
2. Discuss the benefits of the massage feature in terms of increase blood circulation
 - A) Enhanced cell recovery.
 - B) Helps prevent pre-mature aging.
 - C) White noise helps you fall asleep quicker & more soundly

P: PRESENT LIFESTYLE FEATURES

1. Pre-set positions.
2. Wall-saver technology.
3. Fully customizable at the touch of a button.



Why Every Customer Should Choose an Adjustable Base

With a simple touch of a button, adjustable bed bases transforms a room to an oasis. The preset positions are ergonomically correct, increasing blood flow and are designed to provide restorative sleep.

U: ULTIMATE BENEFITS

1. Use information specific to each customer to emphasize the advantages of an adjustable base to their health needs (including bad back, snoring, acid reflux, etc.).
2. Use information specific to each customer to emphasize the advantages of an adjustable base to their lifestyle needs (including watching TV in-bed, laptop usage, reading, etc.).
3. Close strong by reinforcing how a new adjustable base will **IMPROVE** their life!
 - A) **BETTER SLEEP**
 - B) **REDUCING PAIN**
 - C) **IMPROVED LIFESTYLE**

P: PRESS THE FLAT BUTTON

1. Press the flat button and take it all away from the customer.
2. Direct them to notice how the pressure returns and the comfort is lessened.
3. Put the mattress up to the sleeping position (head raised about 10-15 degrees)
 - A) Ask the customer to lie on their back and side in this position.
 - B) Explain that while the mattress is positioned like this, and they are lying on their side, they are properly aligned from hip to shoulder & have now relieved about 25% of pressure off their shoulder.
4. **ASK FOR THE SALE!**
 - A) Consider suggesting financing
 - B) If there is a price objection, roll to the next base in the lineup and discuss savings by losing features. Utilize the haystack close (Base A or Base B?).