



MATTRESS BASICS 2012
Quick Reference Guide

sears

TABLE OF CONTENTS

KEYS TO SELLING MATTRESSES	3	RESOURCES	45
The Value of Sleep	4	How to Ring Up the Sale for Delivery	45
The Importance of a Good Night's Sleep	4	How to Ring Up Special Orders	47
Show Your Customers How Affordable It Is	5	No Interest Financing	48
MATTRESS PRODUCT KNOWLEDGE	8	Free Delivery Process	51
The Mattress	8	Delivery Guidelines	53
The Box Spring	10	Returns/Exchanges	56
The Frame	10	Warranty Information	57
Bed Frames	11	Understanding and Using Pebble	58
Mattress Set Sizes	12	Guidelines for Pebble Usage	61
Mattress Care Tips	13	BRANDS	66
Examples of Common Concerns and/or Complaints	14	Beautyrest	66
CUSTOMER SERVICE	18	Serta/Sears-O-Pedic	67
New and Improved Selling Process	18	Sealy	68
PRACTICE.....	19	Stearns & Foster	69
PLAY.....	21	iComfort/iSeries	70
WIN	25	FREQUENTLY ASKED QUESTIONS	73
CELEBRATE	27		
Why a Blue Mattress Crew?	29		
What does it mean to be BLUE?	29		
The Blue Mattress Crew Pillars	30		
Shopping Recap	40		

KEYS TO SELLING MATTRESSES

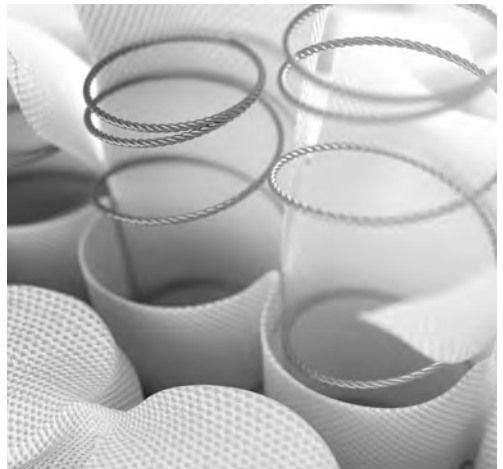
*Why does everyone want a good mattress?
Because everyone wants a good night's sleep!*

Helping people choose a sleep set is a valuable service. You're helping your customer select a sleep set that will help them optimize their sleep, night after night, year after year. Remember, like most of us, your customers will spend about a third of their life on a bed, so it's important to help them choose the best mattress collection they can afford.



Most customers haven't shopped for a bed in 10 or 20 years! As a result, they're often unaware of the changes that have taken place in the bedding industry. Since they last bought a bed, advances in materials and technologies have allowed Sears to improve sleep set design, construction and comfort options, such as:

- Pressure-relieving foams
- Antibacterial, antimicrobial and non-allergenic fibers
- Thicker comfort layers for greater buoyancy and sounder sleep
- Pillowtop mattress design for extra-plush cradling
- Firmer seating edges
- Super-strong box springs for resilient suspension and long life
- Single side, no-flip mattresses



The Value of Sleep

Sleep is nature's way of creation and restoration. We all need its refreshing benefits. Without enough of it, we eventually falter into a state of confusion, dysfunction and may even lose consciousness.

In addition to exercise and proper nutrition, sleep is essential to our health and well-being. Adequate sleep helps us feel good, think clearly and act and respond efficiently. Most people need just under eight hours of sleep a night. However, anywhere from five to 10 hours a night is considered normal.

The Better Sleep Council's consumer booklet, *The Better Sleep Guide*, states, "The 'work' that sleep does during the night is vital for you to function optimally during the day. Getting the amount of sleep you need and getting a combination of light and deep sleep allows the most restorative benefit."



The Importance of a Good Night's Sleep

In addition to the light, noise and temperature conditions in a given sleep environment, the design and condition of your customer's bed can affect the quality of his or her sleep. The sleep surface is the most important of the environmental factors that contribute to a refreshing night's sleep. It must give each sleeper maximum support and comfort so each individual will get an optimum amount of undisturbed sleep. Today's thicker mattresses are built to buoy and suspend the body for just that purpose. Considering the contribution that a quality mattress set can make to a person's well-being, it's often useful (especially when price is brought up or questioned) to remind your customers that the value of a good night's sleep can be priceless!

Divided over a useful life of 10 years (3,650 nights), the basic cost of a well-made mattress set is pennies per night — under three cents per night for every \$100 added in price. Take a look at this chart:

Price of mattress set	\$599	\$699	\$799	\$899	\$999	\$1,099	\$1,299	\$1,899	\$2,499
Pennies per night	17¢	20¢	22¢	25¢	28¢	30¢	36¢	52¢	69¢

Show Your Customers How Affordable It Is

It often takes only a couple of comparisons with other consumer items to show that better quality bedding is a great value. Below are some real life examples for showing your customers how affordable it really is.

Item (Quantity and Price)	Use		Cost		
	Product Life	Per Day	\$ Per Year	\$ Per Week	\$ Per Hour
Shoes (four pairs at \$65.00 each)	One year	8 hours	\$260.00	\$5.00	12¢
Newspaper (six at 35¢ and one at \$1.50 per week)	One day	1 hour	\$187.20	\$3.60	51¢
Coffee (one cup at 75¢)	One cup	1/2 hour	\$195.00	\$3.75	19¢
Video Rental (three per month at \$3.50 each)	One day	1 1/2 hours	\$126.00	\$2.42	\$2.33
Buying a computer system (one at \$1,299.00)	5 years	2 hours	\$259.80	\$4.99	36¢
Buying a mattress set (one at \$1,299.00)	10 years	7 hours	\$129.90	\$2.49	5¢

Selling mattress sets is good for you and your store! Here's why:

1. Just about everyone needs a bed.
2. Customers benefit from a good bed.
3. It's a year-round business.
4. The market continues to grow as the population grows.
5. Over one-third of all new homes built have four or more bedrooms.
6. A good customer experience can mean a customer for life!

MATTRESS PRODUCT KNOWLEDGE

The Mattress

The two basic parts of a sleep set are the mattress and its box spring (foundation or adjustable base). The mattress itself has two components: the comfort system, or the layers of cushioning materials, for example Memory Foam, and the support system, or the innerspring unit.

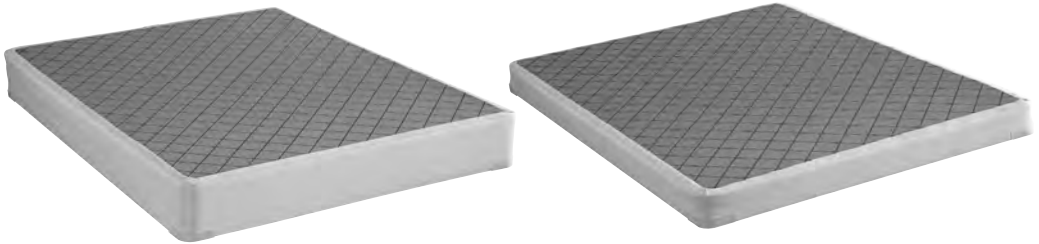
The comfort layers have a quilt assembly closest to the surface that is bound together. Generally, the quilt has a smooth and eye-appealing fabric cover, one or more fiber and foam layers and a quilt-backing material — all stitched together to create a specific level of “hardness comfort” (usually firm, plush and ultra-plush or pillowtop).

The upholstery layers lay above and below the innerspring unit between the quilt assemblies, and they're most often made of a combination of fabric, fiber and/or foam in various thicknesses and densities. There are also insulators, usually made of plastic mesh or fiber, that keep the other upholstery layers from becoming pressed into the innerspring unit and creating surface “pockets.” The most popular mattresses today are the pillowtops, Euro pillowtops and memory or Latex foams (visco-elastic). Serta's iComfort® technology uses gel to make the sleep surface especially cool and comfortable. And innerspring mattresses use conforming foam that can reduce pressure points.



With all the new technologies being used today, mattress manufacturers are building mattresses with so many comfort layers that the normal height of a mattress continues to rise. Mattresses can now be 14–16 inches thick or more.

Customers should measure the height of the mattress they wish to purchase and make sure it will work with the bed they have at home. A lot of customers are disappointed when they get their new mattress delivered and realize they can no longer see their headboard. This issue can be mitigated with the purchase of a low-profile box spring and/or bed frame.



Customers generally don't buy a mattress without thinking it through. The majority of mattresses (70%) are purchased due to life-changing events, such as:

- The birth of a new child.
- The purchase of a new home.
- A job change or relocation.
- Marriage or divorce.
- The old mattress is lumpy, torn, sags or just needs to be replaced.



One of the most significant advancements in mattresses has been in the area of safety. Current legislation has driven the mattress industry to use bedding materials that are flame retardant. Typical mattress construction consists of a fire barrier constructed of man-made fibers, which are layered within the mattress. All mattresses and foundations carried at Sears meet or exceed the current Federal Flame Retardency standards.

The Box Spring

The box spring has three components:

1. The metal or wood frame at the base of the unit
2. The support modules or coils secured to the frame
3. The steelwire grid system that holds the modules or coils in place.



These major components are covered with fabric border panels (often attached to foam pads), a non-skid fabric panel on top and a fabric dust cover on the bottom. They are also available in standard height or low profile.

For a totally customizable bedroom experience, your customers can choose an adjustable foundation, which allows them to adjust the head or foot of the mattress using a remote. There are a variety of models that offer massage options and wireless remotes. This advanced adjustable foundation also has a massage option with varying levels of intensity, so your customers can relax their body and mind before they go to sleep. Most adjustable foundation box springs feature an upholstery-grade cover that matches seamlessly to the mattress for a clean and stylish finish.

The Frame

Every bed requires a strong, stable frame. Queen- and king-size beds need a sturdy bed frame with a rigid center to support the larger mattress size. The center support for a queen-size bed should have one additional supporting leg. The center support for a king-size bed should have two additional supporting legs. Many manufacturers require a specific frame to comply with the bed's warranty.

Bed Frames

Basic Bed Frame

- Available in two sizes: One that fits twin and full-size beds, and a larger size that fits queen- and king/California king-size beds.
- 2" carpet glides on the twin/full-size frame, and rug roller wheels on the queen-/king-size frame.
- Center support bar on the queen-/king-size frame.
- One-year warranty.



Better Bed Frame

The Instamatic bed frame offers better features than the basic frame.

- Available in five sizes.
- Made of more and thicker steel.
- Recessed legs.
- 2¼" rug roller wheels.
- The queen- and king-size models have a double rail center support and two extra legs for the ultimate in support.
- Lifetime warranty.



Universal Bed Frame

- A great option is the Mantua Universal bed frame.
- Can fit any bed from Twin to California King.
- Made of heavy-duty steel.
- Customers can keep this frame as they upgrade to different size beds.

Mattress Set Sizes

Associates around the country use different names and general dimensions to describe the size of a sleep set. It can be confusing to salespeople and customers alike. Most of the time, the descriptions are good enough to close sales and satisfy customers. But to really feel confident and sound professional, you should sharpen your sales knowledge and learn pertinent the information.

Key points to remember about mattress sizes:

1. The most common customer regret is not purchasing a larger-size mattress.
2. A full-size mattress shared by two people provides less individual sleeping space than a crib.
3. Customers should consider purchasing the biggest mattress that can fit in the customer's bedroom and their budget can accommodate.



SIZE OF MATTRESS & BOX SPRING	INCHES
Twin or bunk	39 x 75
Twin extra long	39 x 80
Full (double)	54 x 75
Queen	60 x 80
King	76 x 80
King box spring (requires 2 twin XL box springs)	38 x 80
California King	72 x 84
California King box spring (requires 2 California King twin XL box springs)	36 x 84

Sizes may vary slightly based on manufacturer and have a 2" variance.



Mattress Care Tips

It's very important to follow mattress care instructions so that customers can get the most out of their mattress. Listed below are some basic care tips for your customer's new mattress:

Execute Proper Installation — Ensure that your customer's new mattress and box spring are properly installed on a sturdy bed frame with a center support for queen- and king-size mattress sets. Improper installation can damage a new sleep set. If customers choose to transport and install their sleep set on their own, advise them to carefully review all installation instructions.

Rotate It — Customers should rotate their mattress from end to end every two weeks for the first three months and then once every six months.

Use a Protective Mattress Pad — Advise customers that in order to keep their mattress fresh and free from stains, they should use a quality, washable mattress pad like the Protect-A-Bed. Stains and soiling will void the manufacturer's warranty.



Let It Breathe — If customers detect any odors from their new mattress, they should let the mattress "air out." Most odors dissipate within a week.

Don't Dry Clean — The chemicals used in dry-cleaning agents and spot removers may be harmful to a customer's new mattress fabric or underlying materials. Vacuuming is the only recommended cleaning method. Customers should never soak a mattress or box spring.

Don't Remove the Tag — It's not "illegal" to remove the tag, but the information on the label will assist in identification should your customer have a warranty claim in the future.

Save Original Receipts and Warranty Papers — Advise customers to save the original sales receipt and warranty information for any potential future use. A great tip to tell your customers is to place the receipts and warranty information in a sealed plastic bag and store the bag between the mattress and box spring.

It's Not a Trampoline — Advise your customers that they shouldn't allow their children to jump on their new sleep set. It could damage the interior construction and void the warranty.

Examples of Common Concerns and/or Complaints

SAGGING/ROLL-TOGETHER

Causes	Resolution
Bad or wrong frame	Have the customer inspect. If the frame is bent or misassembled, customer must repair or replace it. Queen and king mattresses must use a bed frame with a center support.
Weak frame or one with insufficient slats for weight of sleeper(s); no center support or one with no legs for queen- and king-size beds	Add slats to strengthen the support of the foundation. Replace the old frame with a new one required for that mattress, size and weight of the sleeper(s).
Customer bought new mattress but not a box spring	Customer should replace the old box spring or improve/replace the existing platform, if applicable.
Mattress or box spring (foundation) failed or is broken	The piece should be replaced (check warranty).



BODY IMPRESSIONS

Causes	Resolution
Natural flattening of upholstery	An impression up to 1 ½" is normal. Body impressions are always there in the morning, as the surface has been depressed for hours. Advise customers to allow two hours before measuring any body impression. Impressions are most noticeable when the mattress is less than 60 days old. The owner's real concern is the future performance of the mattress.
Mattress on bad box spring or frame	Have the customer inspect the box spring and frame. If the frame does not have a center support for the queen-size mattresses and the larger box spring is old or damaged, body impressions will form. The customer should replace or repair the box spring and continue to rotate the mattress until impressions are minimized.
Defective, bad foam or fiber construction	Be sure the customer has followed proper care instructions and the box spring and frame are in good condition. With a defective construction, customers will provide proper care and support for the mattress and the deepest impression will still exceed 1 ½".

ODOR

Causes	Resolution
Bed is new and customer is sensitive to the new product smell	Remind the customer that all of the materials in the mattress are new and will have traces of manufacturing odors — similar to those found in a new car. Each mattress has been sealed in a plastic bag at the factory, which causes these manufacturing odors to linger. Suggest that the customer remove all of the linens from the bed and allow the mattress to air out. Most odors will dissipate within one week.

Notes

CUSTOMER SERVICE

BE ON TOP OF YOUR GAME WITH THE NEW AND IMPROVED SELLING PROCESS

Previously we used Creating Customer Enthusiasm (CCE 2.0) as our selling process. This training section is about the new, more customer-focused and updated selling process, which is simpler and easier to understand. It will result in better customer service and ultimately more satisfied customers who purchase from our mattress departments. It is simply called Play to Win. It is a valuable set of excellent selling skills that can help you achieve greater sales success with each customer you encounter. This set of selling tools is built on our Blue Mattress Crew pillars and can actually help you build long-lasting relationships with your customers and keep them coming back to you again and again for all of their mattress needs.



Your job as a consultative sales associate is, first and foremost, to serve our customers. Serving them involves being prepared to help them with their needs, listening to them, asking them for the sale at the appropriate time and supporting them after the sale. Remember, each customer is unique and has different needs and wants. We want to enhance the excellent selling skills of our associates and ensure outstanding customer service at every contact point.

Practice, Play, Win and Celebrate — it's that simple! We're in a highly competitive industry and it's our job to WIN the sale every time. These steps will allow you to offer your customers a solution that is catered to their specific needs. It is the informed shopper working with the informed associate.

The diagram below shows you the correlation between the CCE process you are familiar with and Play to Win:



CCE 2.0		Play to Win
Prepare	↔	Practice
Relate Discover Advocate	↔	Play
Support Close	↔	Win
Customer For Life	↔	Celebrate

PRACTICE

GETTING PREPARED – IMPROVING YOUR KNOWLEDGE

You can think of the first phase of the updated selling process, PRACTICE, as the “before” phase, when both you and your customer are getting ready for the purchase. This is the time for you to use your selling resources to help sharpen your skills and knowledge, so you can be ready for the customer. Being ready to sell includes being knowledgeable about your products, services, department, vendor resources, competition and store. It means that:



- You are familiar with current promotions and all recent vendor information.
- You have read the latest issue of *Sales Today*.
- You have walked the floor and checked all signage.
- You have checked that the head and foot protectors are clean and properly placed.
- You have done a walk-through and are compliant with mattress visual standards.
- You take care in your appearance and come to work with a positive attitude every day. You must also focus on your customers and their individual situations.

Your customers are also preparing themselves before they venture to one of our stores to look at the great selection of mattresses we have. More than ever, customers come to the store with information they’ve found online. They have in a sense done their homework before they arrive in the store; they now need you to validate their buying decision.

Example:

Q. “I came in to see the \$799 queen-size mattress set on sale on Sears.com.”

“Great! Let me show it to you.” Take the person directly to it and explain the features and benefits of this model. Ask, “Is this what you had in mind?” If so, write the order! If not, ask questions: “Who is the bed for?” “Do you know what degree of comfort you’d like?” “May I show you another bed that would be more comfortable?” The customer may respond, “I like the soft mattress, but my husband has a bad back and needs a very firm mattress.” You can respond by saying, “Both of you need good support. I’ll show you a supportive innerspring with luxurious padding for comfort. You’ll both win!”

Your customers expect a high-value product at a competitive price along with excellent customer service. When they come to your sales floor, it means they have made a conscious decision to shop at Sears and they are interested in buying from you! You must exceed their expectations.

PRACTICE SUMMARY

Customer	Associate	ASM
<p>Product criteria:</p> <ul style="list-style-type: none"> • New, upgraded, replacement • Knows type of product, features, and budget 	<p>Track your score! Know your:</p> <ul style="list-style-type: none"> • Key sales metrics (SPH, PA, etc.) • Top three areas for improvement • Personal metrics/goals 	<p>Review associate scoreboard! Know (by associate):</p> <ul style="list-style-type: none"> • Key sales metrics by line • Top three areas for improvement • Staffing and inventory metrics
<p>Starts researching:</p> <ul style="list-style-type: none"> • Web, family/friends, circulars, consumer reviews 	<p>Actively learn and check resources:</p> <ul style="list-style-type: none"> • Product knowledge • Competition and promotions • Customer service skills • Weekly communications • Selling strategies by line • Digital tools 	<p>Actively observe and coach associates on their knowledge:</p> <ul style="list-style-type: none"> • Sales floor readiness • Online selling tools • Personal metrics/goals • Customer service skills

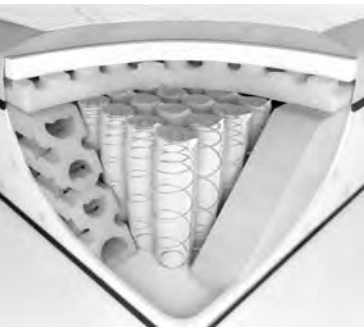
REMEMBER

- **Stop what you are doing.** Greet your customers within 10 seconds or 10 feet, whichever comes first.
- **Be aware of your body language.** Ask yourself if you look available to your customers. No matter what task you are doing on the floor, you should always look approachable.
- **Be aware of your location on the floor.** No matter what projects you are working on, make sure you have a view of the entire department so you can see the customers.
- **Be accessible for questions.** The key is visibility to your customers in case they have questions after you have welcomed them to your department.

PLAY

LISTEN & LEARN — SHOW & SELL

The PLAY phase of the selling process can be thought of as the “interactive” phase, when you’re working with your customers to understand all of their needs and wants. This is when they’re in **your store** and **on your floor, ready to have a discussion** about what they want/need to buy. It’s the most important part! Incorporate all of the tools and resources you have to make sure the customer is informed.



Remember, most customers haven’t shopped for a bed in 10 or 20 years! As a result, they’re often unaware of the changes that have taken place in the bedding industry. Since they last bought a bed, advances in materials and technologies have allowed Sears to improve sleep set design, construction and comfort options.

The key is to learn what problems they are having with their mattress, and show them how one of our mattresses can help to solve those problems.

Customer Service at Sears has to be more than just **knowing** what the key guide points are. It is **executing** these on a daily basis and at every juncture of your contact with customers. Welcoming and thanking customers for coming in to the store are two of the most critical pieces to your interaction with your customers, and they’re often overlooked.

Our First Priority is the Customer

No matter how busy you are with your other tasks, you need to **always** be aware of the customers in your area. Your welcome or greeting is the start of creating a customer for life. You want to be sure to greet each customer with a friendly, warm and welcoming experience.



Steps to the Top:

- **The Greeting** — Acknowledge the customer and let them know you are glad they chose Sears as their shopping destination.
- **The Introduction** — Let the customer know your name so they can feel more comfortable interacting with you.
- **The Question** — Reaffirm that you are there to help them and encourage them to share their shopping needs.



After you have welcomed your customer, you'll be progressing in building a positive relationship with them and finding out why they came into the store. At this point you will begin asking them discover questions to find out what they're looking for. This **discovery process** will allow you to tune in to your customers and learn what they want by active listening. Pay close attention to what they're saying and then respond and ask questions to ensure full comprehension.

Remember to ask key questions:

- Who is the mattress for?
- What type of support and comfort do you need?
- What size mattress do you need?
- Do you have a brand preference?
- What durability and protection do you require?
- Is reducing motion transfer important to you?
- Are there any extras you are looking for?
- What do you like about your current mattress?



Your sales technique should focus on the customer's lifestyle, ambience and comfort. It is important that you also ask the customer about what type of support and comfort they are looking for. Having an interactive conversation with your customer will be the key to them making the purchase. It is important to learn what they need from the mattress. It is like a good volley in a tennis match: Listen and Learn — Show and Sell.

Once you've listened to what your customer has to say, you have the building blocks needed to show the type of mattresses that will meet their needs. You are now ready to move ahead in the PLAY stage. You will now present them with up to three mattresses based on what you've learned. You should **show** and **demonstrate** the features and benefits of each mattress and describe their support and comfort levels. Do not just point to the various mattresses; the key is to talk about what your customer will get out of each product. "I want you to test the support and comfort of each mattress. As you are experiencing each mattress, be sure to ask me any questions you might have." Remember, when presenting the mattresses, you want to move from **Best** to **Better** to **Good**.

Ex: 1 "This model is a good choice. It will eliminate the edge problem you said you have now." Explain why.

Ex: 2 "This model is designed to eliminate all of the major problems that people experience with their beds, especially sagging, roll-together and edge breakdown. Let me show you why."

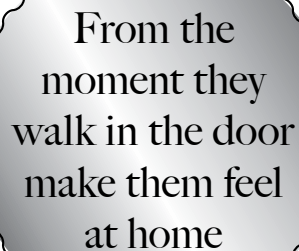
Use miniature upholstery, innerspring and foundation demo units to demonstrate the features that prevent these problems from occurring in the new bed.

Ex: 3 "This model's construction offers each sleeper individual comfort and support, regardless of weight distribution." Explain why.

The key here is that your customers can actually interact with the different mattresses and determine which one would be best for their needs. The discussion should focus on you letting them know you have listened to their needs and their answers to your questions. It is by trying out various mattresses that the customer will have a better idea of the support and comfort levels they really need.

- **Treat Customers How You Would Like to Be Treated** — Be sure that you are treating customers with the same respect and courtesy that you would like to encounter when shopping.

- **Assist = Engaging Your Customer** — Your greeting/welcome was just the first step of engaging your customer; it does not stop there. You must climb the ladder of customer engagement in order to make sure they have an exceptional shopping experience at Sears.



From the
moment they
walk in the door
make them feel
at home

PLAY SUMMARY

Customer	Associate		ASM
<p>The customer has come to Sears to shop for a product. Engage with them and the PLAY phase begins.</p> <p>Customer Expectations:</p> <ul style="list-style-type: none"> Friendly/Welcoming environment Focused on their needs Trustworthy associates Expert product advice Competitive understanding Ongoing support, service and financing 	<p>Position yourself to engage the customer.</p>		<p>You should be:</p> <ul style="list-style-type: none"> Identifying wins and opportunities. Stepping in as necessary. Providing coaching after the sale for better learning. Sideline coaching — Observe your team and provide real-time feedback. Give support when needed to help close the sale. Call the plays — Feel comfortable coaching all steps of Play To Win and identify obstacles. Digital tools — Ensure use of all available resources to support the customer's buying decision during PLAY.
	<p>Listen</p>	<p>Learn</p>	
	<ul style="list-style-type: none"> Actively listen to the customer and record important information. Determine their needs. 	<ul style="list-style-type: none"> Narrow down options as you ask discover questions. 	
	<p>Show</p>	<p>Sell</p>	
<ul style="list-style-type: none"> After reviewing your customer's needs, show items you recommend. Encourage customer to interact with product. 	<ul style="list-style-type: none"> Explain how items benefit the customer. Tie features to a benefit that meet the customer need. 		

Keep it simple: LISTEN to your customers and LEARN their needs. Then SHOW them the product(s), and finally, SELL to them The Total Solution along with services.

WIN

BUYING SIGNALS — ASK FOR THE SALE

During the WIN phase, your customer is ready to make an informed decision and buy. They may draw back at certain things, and this is when you need to overcome whatever objections they have and support their buying decision. Your focus now is to pick up on the signals that your customer is sending you and where you can provide solutions.



Signals can be verbal or nonverbal cues from the customer. This is the point when you can ask questions or make statements that acknowledge your customers' thoughts, concerns or hesitations about making the purchase. Remember, an objection is simply a request for more information.

It's natural for customers who are interested in buying a mattress to want to know more about it, so they ask questions. They are not yet confident that they're making the right decision to purchase the bed. Sometimes they raise these questions in the form of objections to buying the item.

Remember, to WIN the sale, this is your opportunity to help the customer learn more about the product, the advantages of buying from Sears and the total value this particular purchase represents. Take the time to listen to the customer's objections, and guide them with questions to a decision to buy a mattress from Sears. Be alert for buying signals. You will want to:

- Clarify their objections.
- Instill confidence in their choice.
- Reiterate the benefits of the mattress they have chosen.
- Demonstrate that the mattress meets their needs for support and comfort.
- Show them they are getting value for what they are buying.
- Remove the barriers that are preventing them from buying the mattress.
- Seek agreement with the customer about the advantages of buying this mattress.

Remember, if a customer is motivated enough to drive all the way to the store, have a lengthy conversation with you about a product they want and consider how to pay for

The WIN stage is all about the close of a sale. It starts by recognizing verbal and nonverbal signals from your customers that indicate they are ready to buy. The key is that you need to ask the right questions for the customer to make the purchase.

- “Does this mattress have everything you’re looking for?”
- “Do you have other questions about its advantages?”
- “Now that you have decided you prefer a sleep set that feels plush, would you like to consider ordering one of these?”

If you don’t ask for it, chances are likely that you’ll lose the sale. A good closing process will leave your customer with a great and lasting impression of their shopping experience at Sears.

- **Each Customer is Unique** — Closing the sale will be unique for each customer, so you will need to adjust your closing statements to fit the situation and the customer.
- **Remember Your Tone** — Just as your tone was important at the beginning of your contact with the customer, it is equally important during the close of sale. You may feel tired, but be sure your voice is upbeat and enthusiastic.

Ask for the sale as soon as you get a buying signal using the appropriate closes. For example, ask, “May I put this on your Sears Card today?”

Note: Pick-up orders at the store are not allowed. Also, Mattresses does not allow for the layaway of mattresses. This ensures that both the sale and receipt of the product are in our system, and this is necessary for returns and warranty issues.



Go the
extra mile
every day
and every
moment

Thank your customer. While these are simple words, they let the customer know you appreciate the opportunity to assist them today. This is your opportunity to leave the customer with a lasting impression and increase their desire to shop at Sears again. It is important to thank the customer for shopping even when they do not make a purchase.

Review the receipt with the customer. Show them the price reductions because of promotions or sales, delivery information and make sure they have the number to call in case they have any questions. Encourage them to stop by any time they have questions or further requests.

WIN SUMMARY

Customer	Associate	ASM
<p>Some customers may be nervous about making a big purchase.</p> <p>Customers want the following:</p> <ul style="list-style-type: none">• To be asked to buy before they make a final decision.• An opportunity to voice any concerns they have before finalizing their decision.	<p>The customer is ready to buy! You should ask for the sale!</p> <p>Identify timing — Look for body language, common phrases or prolonged silences to identify the right time to use these trial closes:</p> <ul style="list-style-type: none">• May I put this on your Sears Card?• How would you like to pay today?• May I tell you about our great financing options? <p>Overcome objections — Empathize with the customer if they have concerns and reassure them of their purchase.</p> <p>Closing tools — Use your tools! (i.e.: price = online or Price Match Policy if appropriate.)</p>	<p>You should be:</p> <ul style="list-style-type: none">• Identifying wins and opportunities.• Stepping in as necessary.• Providing coaching after the sale for better learning.

CELEBRATE

CUSTOMER CONNECTION

Now that you have won the sale, make the customer a customer for life! You can consider this the “after” phase. It’s essential at this point that you protect and care for that customer, just like a friend. Follow up with a phone call after their mattress has been delivered.

CELEBRATE SUMMARY

Customer

Some customers have purchased while others want a follow-up call using the **Digital Business Card**.

Customers want the following outcome:

To feel confident in their purchase.

To have peace of mind from purchasing a Protection Agreement, choosing a financing option and knowing that you are a continual resource.

Associate

Business owner — Take ownership of your business and understand how you impact return traffic into your stores.

Touch points — Build future sales by providing valuable services to the customer over time and between their purchases. What can you do for your past customers today?

Digital tools and strategies — Understand the tools that help you build a relationship with your customer and use them daily:

- Thank You cards
- Follow-up phone calls
- Digital Business Card

ASM

You should be:

Identifying wins and opportunities.
Stepping in as necessary.
Providing coaching after the sale for better learning.

Sideline coaching

Reinforce good behavior
Observe

Digital tools

Review the Digital Business Card system to make sure the system is being used correctly.

Check that everything went ok with the delivery and setup and your customer has no complaints. Take the time to enter their information into the Digital Business Card. That extra care assures them that they did the right thing by buying at Sears. We're in a very competitive world, and these are the things that separate us from our competition.

The updated selling process is all about serving the customer. You are the front line and direct contact with our customers. We rely on you to make sales happen. This revised selling process is designed with you in mind to make it simpler and more streamlined, but most of all, to

Thank your
customer!

WHY A BLUE MATTRESS CREW?

sears
BLUE
MATTRESS
CREW

The foundation of the Sears Blue Mattress Crew is:

With more families trusting Sears, why go anywhere else? Our customers know that Sears sells mattresses and accessories, but do they know that we sell more than anyone else? Sears doesn't get the credit it deserves for its sales force. Our goal as the Blue Mattress Crew is for all mattress customers to know that by coming to Sears for their mattresses and accessories, they will not only get great products, but also all of the relevant information from our expert sales associates — you!

Sears Blue Mattress Crew will build even greater customer confidence in Sears. The Blue Mattress Crew is a selfless team that's interested only in providing our customers excellent service to the highest degree. This is only possible when each associate understands everything there is to know about the mattresses we carry at Sears and the accessories they can suggest to customers, and by using the Sears selling principles as their selling guides.



When customers have a superior experience when they shop and buy a mattress from Sears, they'll come back and refer their friends. They'll find everything they need at Sears and will grow to trust you, which means our business will grow and you will make more money!

What does it mean to be BLUE at Sears?

- **Value.** Make it a top priority to place customer value at the top of the list.
- **Knowledge.** Blue Mattress Crew members offer customers unsurpassed expertise without the appearance of showing off.
- **Service.** Customer satisfaction is your most important priority.
- **Selection.** Every member will educate customers on the quality and breadth of offerings in the store.
- **Personality.** It's your RESPONSIBILITY to assist customers in a helpful, friendly way. You need to be approachable and disarming.



The Blue Mattress Crew Pillars

The Blue Mattress Crew Pillars serve as the groundwork for how we provide excellent service to our customers and how the mattress department develops and maintains BLUE CREW status. These pillars are the non-negotiable; they are more than principles; they are the very foundation of what makes us Blue Crew.



The Four Pillars are:

- Trust & Confidence
- A Stress- and Haggle-Free Shopping Environment
- We are a SLEEP SOLUTION CENTER
- Adding Value at Every Step

Our first pillar is Trust & Confidence.

What does this pillar look like?

- More than 100 years in business.
- One of the largest mattress retailers in the country.
- Mattress professionals and experts.
- 30-Day Comfort Guarantee and 30-Day Return Policy.
- Strong product warranties.



Let's discuss what the supporting principles are for this pillar.

First, a little history — Sears, officially named Sears, Roebuck and Co., is an American chain of department stores that was founded by Richard Warren Sears and Alvah Curtis Roebuck in the late 19th century. From its mail order beginnings, the company grew to become the largest retailer in the United States by the mid-20th century, and its catalogs became famous.



SEARS·O·PEDIC



icomfort
Sleep System by Serta®

Our customers and associates should rest assured that as the largest national retailer of mattresses, we secure the best product at the best prices for our customers. We have exclusive collections from all the top brands with unique and proprietary technology. We want to provide our customers with the opportunity to select the perfect mattress sleeping set and to know they are getting the best price and value.



Our stores are staffed with our mattress professionals and experts. Our associates are highly trained and motivated. They are constantly being provided with the resources they need to do their job well and increase excellent selling skills together with great customer service. With Blue Crew Certification, our associates are in an elite class of the most knowledgeable and trustworthy mattress selling specialists in the country.

Remember, from the moment your customers enter your department all the way to the last statement you make to them, they are evaluating their experience and making a decision about whether they'll return to Sears and if they want you to help them in the future.

As you are aware, the sale doesn't stop once they've made the purchase; it's important to follow up with your customers and make them feel special and valued. You can give them a great shopping experience that they'll want to repeat for future purchases. Call your customers 24–48 hours after the sale to see how they're doing with their new product, send a thank you card or call when a new product comes in that you think they would appreciate knowing about. This becomes a Blue Mattress Crew expectation of service.

Our second pillar is A Stress- and Haggle-Free Shopping Environment.

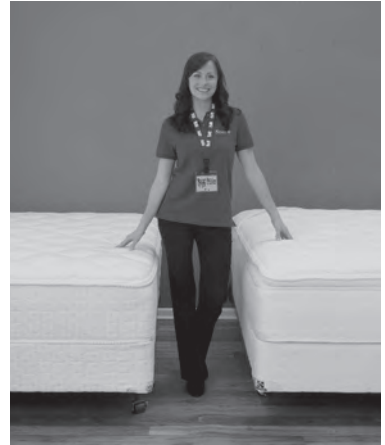
This means:

- Sears should have a no-pressure atmosphere; the customer should take as long as he or she likes to try out our mattresses.
- The price on the sign is the final price: no negotiation.
- Service, selection and quality — only the best is offered at Sears.
- Friendly, recognizable, approachable, disarming sales associates.

As Sears strives to make the mattress shopping experience as enjoyable and relaxing as possible, understand that this is a big purchase that's complicated and infrequent. Our sales associates take great pride in being there to assist customers. Do not let the customer just wander the sales floor without your help and direction.

Remember, since your customers are shopping for a new mattress, it probably means their current mattress isn't performing up to their standards. Discover what problems they are having with their existing mattress, and show them how one of our mattresses can help to solve those problems. We want to provide them with a hassle-free buying process.

Helping people choose a sleep set is a valuable service. You're helping your customer select a sleep set that will help them optimize their sleep night after night and year after year. Remember, like most of us, your customers will spend about a third of their life on a bed, so it's important to help them choose the best mattress set they can afford.



To provide excellent service, ask good questions and listen intently to what your customer has to say. The Blue Mattress Crew follows our Sears selling principles, but at the same time understands that every customer is unique. Your sales technique should focus on the customer's lifestyle, ambience and comfort. It's important to also ask the customer about what type of support and comfort they are looking for.



Sometimes your customers may already know what they want. As you've likely experienced, many customers do online research. While it's important to ensure that the product they're interested in will meet their needs, at times it's just necessary to validate their decision and move to allowing them to try out the mattress of their choice. You want to make sure the fit and feel is right when they lay on it, not just the specs they have printed out.

Thus, once you've listened to what your customer has to say, you should have a good idea of the type of mattresses that will meet their needs. By taking direction from your customers, you can show and demonstrate the features and benefits of each mattress and describe their support and comfort levels. Also talk about what your customer will get out of each product. Customers can actually interact with the different mattresses and determine which one would be best for their needs. Show your customer two or three beds that you think will meet their needs, as well as the support and comfort levels they are looking for. Remember, when presenting the

mattresses, you want to move from **Best to Better to Good**. You want to let them know you have listened to their needs and their answers to your questions. It is by trying out various mattresses that the customer will have a better idea of the support and comfort levels they really need. Allow them the space to make choices and try out the beds.

Unlike other retailers, we will not pressure the customer into selecting a mattress. We allow our customers to take as much time as they need, and to come back as many times as they like. We recommend that the customer brings in their pillow, dresses in a comfortable manner and dedicates sufficient time to make such an important decision. Our guide is that the price on the sign is the same price for every customer.

We are focused on assisting our customers on finding the perfect mattress, not on negotiating for price.

Pick up on the signals your customer is sending you and determine where you can provide solutions. Signals can be verbal or nonverbal cues from the customer. This is the point when you can ask questions or make statements that acknowledge your customers' thoughts, concerns or hesitations about making the purchase. Remember, an objection is simply a request for more information.



It's natural for customers who are interested in buying a mattress to want to know more about it, so they ask questions. They are not yet confident that they're making the right decision to purchase the bed. Sometimes they raise these questions in the form of objections to buying the item. This is your opportunity to help the customer learn more about the product, buying from Sears and the total value this purchase represents. Take the time to listen to the customer's objections, and guide them with questions to a decision to buy a mattress from Sears. Be alert to buying signals.

You will want to:

- Clarify their objections.
- Instill confidence in their choice.
- Reiterate the benefits of the mattress they have chosen.
- Demonstrate that the mattress meets their needs for support and comfort.
- Show them they are getting value for what they are buying.
- Remove the barriers that are preventing them from buying the mattress.
- Seek agreement with the customer about the advantages of buying this mattress.

As you can see as we move ahead with our Blue Crew Mattress Team, Sears will become known as the total solution store for all bedding needs.

Our third pillar is that we are a customer's first destination and provide a SLEEP SOLUTION CENTER shopping environment for our customers.

This is shown by:

- Professionals who will assist customers in selecting the perfect mattress.
- Carrying an extensive assortment of top-of-bed products (Home Fashions).
- The availability of frames, headboards and Protect-A-Bed items.
- An expanded assortment of brands and products available online.
- Experts who will guide customers through the process in a knowledgeable and pleasant way.

Sears mattress professionals will not only assist customers in selecting the perfect mattress, but will also assist them with completing their bedroom environment. Since Sears is a full-line department store and not just a sleep shop, we can offer the customer a wide selection of bedroom products. Sears is one of the largest retailers of top-of-bed products.

We carry a full assortment of comforters, blankets, sheet sets, pillows, accessory pillows and many other items to make the customer's bedroom more than just a new mattress. Our commitment to being a Sleep Solution Center means that we help customers find all the accessories they need to complete their bedding. Our goal is



not only have our customers look at Sears as the store where they buy a mattress, but also where they can purchase all the items they need to create a total bedroom. Point out to customers that we have an extensive assortment of sleeping pillows, mattress pads and down comforters.

As one of our mattress experts, you should always recommend what type of pillow is best for the customer and what type of mattress pad that should be purchased. We carry products from some of the best brand names, including Serta, Cannon and our own Sears branded products that offer exceptional quality at tremendous value. We also have a wide assortment of top-of-bed fashion bedding items and sheets that cover a wide spectrum of thread counts. With these powerful assortments, we allow the customer to complete his or her bedroom makeover in a one-stop, convenient and affordable location. The key to being a Sleep Solution Center is how we support



our customers in their choices.

One excellent example would be to tell your customers about the importance of Protect-A-Bed **before** you close a sale. Protect-A-Bed Premium Mattress Protectors are often confused with mattress pads. Traditional mattress pads are thick and lofty, and they change the feel of the mattress.

Most people buy a new mattress based on comfort, so Protect-A-Bed wanted to ensure that its protector is thin like a sheet, so it won't change the sleep surface in any way. Inform your

customers that our Protect-A-Bed (PAB) program is an insurance policy for their mattress purchase. This product will ensure that even if a spill or stain gets through the pad and onto the mattress, PAB will repair/replace the mattress. If anything happens to the pad itself, PAB will replace the pad. This is a tremendous program that offers peace of mind in an affordable package with a great pad. Remember, this needs to be sold at the same time as the mattress set, frame and other accessories.

During the close process, remember to ask your customers if they have a proper bed frame. If they bought a queen- or king-size mattress set, remind them that the frame must have a middle crossbar to comply with the bed's warranty. We carry a wide variety of Mantua bed frame products. These are high quality steel frames that will support and extend the life of your customer's new mattress set. These are well-made and affordable products that are an investment for a mattress purchase. They're also easy to assemble.

We also offer an extensive assortment of Hillsdale decorative bedding furniture. We have dozens of styles of headboard and footboards in a variety of finishes and components. We offer the customer wood, metal or hybrids in traditional, transitional and modern styles. They are well crafted, easy to assemble and add an affordable finishing touch to any bedroom.

Lastly, every store has a web station near the department that will enable you to show your customers the expanded bedding assortments available at Sears.com. We have over 40 brands and 7,000 items online. These are great brands and products that have unique attributes at a tremendous value, but due to space limitations, they do not fit on the floor. Sears.com is an easy-to-use website that allows you to still receive your commission if you are assisting customers on the web station.

Our fourth and final pillar is the Value we bring to our selling process and ultimately to our customers.

We demonstrate this commitment to value through our:

- Credit card offer.
- Finance offer.
- Free delivery.
- Free setup and removal.
- Shop Your Way Rewards.
- National buying power.
- Exclusive collections, e.g. Sears-O-Pedic.
- Exciting, correct and proper signs for each event.

The Sears Credit Card is a powerful tool. It's backed by Sears and is an excellent and worthwhile card for all customers to have. It improves our customer's lives with quality products they deserve. It enables the customer to take advantage of our interest-free financing offers to make their purchase more affordable and give them the luxury of time to pay it off. It also allows them to receive advance notice of sales and events. Refer to the no-interest financing options presented within your training.



Another value we have is **Free Delivery** on any mattress set purchase of over \$599 (effective April 29, 2012). While most of our competition gives free delivery on purchases over \$599, we believe that our threshold enables our customers to get a good mattress set and still get free delivery. This is an important and valuable offer. Plus, since they are purchasing from Sears — the most trusted name in big-ticket products — our customers know they will get the great service and dependability they deserve. They will get the expert setup and installation that only Sears can deliver, and with our free removal program, we even take care of the mess. Our commitment to Value means that we must always be sure to tell our customers to measure the space where their new mattress is going — especially for customers who are purchasing a king-size mattress that will go on the second floor — to ensure that the mattress can clear the stairwell.

Review delivery instructions with the customer during the close of sale process. Remember to:

- Discuss the delivery guidelines that your customers must follow. It is important for them to understand these guidelines because the delivery team may not be able to complete the delivery if they aren't followed.
- Explain that the person who receives the delivery must be at least 18 years old.
- Advise your customers that they should have a clear path to the space where they want the mattress delivered in their home.
- Inform your customers that they will receive a call after 6 p.m. the night before the delivery. This call will be to confirm the delivery and provide them with a two-hour delivery time window.
- Point out that they can call Sears Home Delivery at 1-800-732-7747 if they need to change the delivery date.
- Explain that the Sears delivery team is made up of trained professionals who deliver products to the homes of millions of satisfied customers nationwide every year.

When a customer purchases a mattress at Sears, it's a quick way for them to get *Shop Your Way Rewards* Points. This is a valuable and amazing program that enables our customers to quickly accumulate points that can be used on any product in the store or online at any time. *Shop Your Way Rewards* is our way of providing rewards and benefits to thank and recognize our loyal customers. Members are rewarded with custom offers throughout the year based on their shopping. Plus, they'll enjoy sale notifications and a dedicated customer service call center. This program is free — they simply shop like they always do and present their *Shop Your Way Rewards* card. Plus, with the Sears Card, your customers will know when double and triple awards special events will occur.



Notes



Maybe you're using Digital Business Card on a kiosk or maybe you're using SHOPSears on an iPad. Whichever tool you use, you can create and send Shopping Recaps and help your customers get the right product from the store — Sears!

Definitions:

Shopping Recap — an email you send to a customer who's considering a product purchase that provides:

- Product photo
- Product specifications
- Videos
- Measuring guides
- Product comparison



Lead Management — collect and manage customer information including:

- Wants and needs
- Preferred follow-up times/methods
- Outcomes of follow-up attempts



Digital Business Card — web-based system that combines our Lead Management System with the Shopping Recap initiation process.

SHOPSears — iPad app (in our Digital Journey Stores) that allows you to:

- Show product specifications
- Compare products
- Initiate a Shopping Recap
- Pay for product

This app improves all the time, so check back often!



eReceipt — digital receipt emailed to our SYWR members that provides an itemized receipt and much, much more.

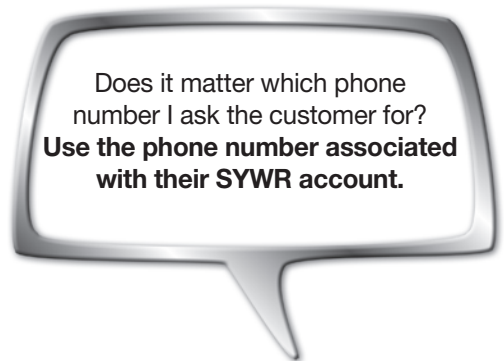
How Does This Affect You?

Some customers need time to think or talk to someone else before they buy. They come into the store to look, go home to think it over and then make their purchase. Sometimes that purchase is made online or at another store or a competitor. Shopping Recap gives you a great way to help your customer take time to think it over and even finalize their purchase at home. And here's some more great news—more sales for Sears and YOU get full commission on any Sears.com sale generated thru the Shopping Recap email. How great is that?!

If the customer does not make a purchase:

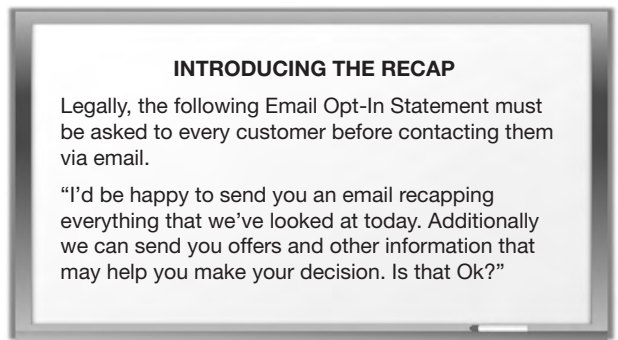
- Politely ask for permission to contact them at a later date.
- How would they like to receive follow-up (home phone, mobile phone, or e-mail)?
- When will you follow up?

Note: *Assure your customer that you will only contact them in the agreed upon method and that you will not contact them unless they grant permission.*



Creating a lead without sending a recap:

- If, after you have explained the Shopping Recap, the customer decides they do not want/need an email, ask permission to follow up with a telephone call in a few days.
- Write down the phone number and enter into the lead management system.
- Don't forget to follow up with the customer by the agreed upon time.
- Don't forget to ask for the sale!



RULES OF THE ROAD



DON'T:

- Input bogus information
- Send a Recap to your personal email
- Send a Recap to the same email each week – only unique submissions will be measured

“Gaming” the system is wrong and it hurts our customers and our reputation as a leader in the retail industry. Remember, Shopping Recap is there to help your customer make a decision on a product they’re already looking to purchase. With all the information it provides the customer why wouldn’t they want to receive a Shopping Recap?

For more information, visit the Shopping Recap website by clicking on the logo on any of the associate sites.

Got questions? Check out the Pebble groups for answers!

- Shopping Recap Digital Business Card
- SHOPsEars



DO:

- Make it a natural part of your customer conversation
- Enter accurate information so you can follow up with your customer – as promised
- Add a personal note to your customer



Shopping
Recap

Notes

RESOURCES

How to Ring Up the Sale for Delivery

One of the many advantages customers have when they shop at Sears is our professional delivery service. Mattresses are large, cumbersome items. In some cases, they are also quite heavy. By recommending delivery to your customers, you can put them at ease. Our professionals will deliver, set up the new bed and haul away their old mattress.

Let's say a customer comes into your store looking to replace their mattress. That customer works with you to find the mattress that best fits their needs but realizes they don't have a way to transport it on their own. This is just one example of how you can best serve your customers by offering Sears Professional Delivery.





Point of Sale Ringing Instructions for Sears Logistic Service (SLS) Central Delivery:

Field or Prompt	Action
Main Menu	<ul style="list-style-type: none">• Type 1 for purchase, and press Accept• Enter division, and press Accept• Enter item #, and press Accept
Delivery Options	<ul style="list-style-type: none">• Choose #2 Home Delivery, and press Accept
Setup Options	<ul style="list-style-type: none">• Choose appropriate option, and press Accept
Merchandise Location	<ul style="list-style-type: none">• Choose #1 Distribution Center, and press Accept
Screen Prompt	<ul style="list-style-type: none">• Enter ZIP code where item is being delivered, and press Accept• Agree with warehouse availability date, and press Accept• Accept or override price shown, and press Accept
Main Menu	<ul style="list-style-type: none">• To complete sale, press Total
Delivery Dates	<ul style="list-style-type: none">• Type desired delivery date that is available, and press Accept
Time of Delivery	<ul style="list-style-type: none">• This is an opportunity to note the customer's preference; the actual delivery time will be determined when Home Delivery schedules with the customer
Delivery Fee	<ul style="list-style-type: none">• Override, link to other sales check, or Accept Delivery Fee
Delivery Charges Summary	<ul style="list-style-type: none">• Review delivery charges with customer, and press Accept
Haul-Away Prompt	<ul style="list-style-type: none">• Select applicable options, and press Accept
Purchasing Customer Info	<ul style="list-style-type: none">• Enter customer's phone number, and press Accept
"Is Address Correct?"	<ul style="list-style-type: none">• Select appropriate option, and press Accept
"Is Delivery Address the Same?"	<ul style="list-style-type: none">• Select appropriate option, and press Accept
Enter Special Delivery Instructions	<ul style="list-style-type: none">• Cross streets are required; press Accept to continue
Type of Payment	<ul style="list-style-type: none">• Proceed as normal with tender
After the Transaction	<ul style="list-style-type: none">• Fill out appropriate information on Delivery Pamphlet• Review Delivery Pamphlet with customer

How to Ring Up Special Orders (RSOS)

Customers may come to you with a special order, such as a headboard or footboard. By using these simple ordering steps, you'll ensure a successful sale — and a happy customer!

Point of Sale Ringing Instructions for an RSOS Order	
Field or Prompt	Action
Main Menu	<ul style="list-style-type: none"> • Select purchase, and press Accept • Enter Division, and press Accept • Enter item number, and press Accept
Delivery Options	<ul style="list-style-type: none"> • Choose RSOS — Direct to Customer, and press Accept • Accept with price shown, press Accept
Main Menu	<ul style="list-style-type: none"> • To complete sale, press Total
Shipping Prompt	<ul style="list-style-type: none"> • Enter \$0.00 for shipping charge, and press Total
Customer Information	<ul style="list-style-type: none"> • Enter customer's telephone number • Validate the customer information, and select appropriate option
After the Sale	<ul style="list-style-type: none"> • Reiterate with the customer that the merchandise is being mailed/shipped to their home. Let them know the timeframe the register has provided as a tentative ship date and that you will follow up with them once you have confirmed the status of the order.
Note	<ul style="list-style-type: none"> • Types of delivery cannot be mixed in one transaction (i.e., you cannot ring a take with, HFM or home delivery with an RSOS order).

No Interest Financing with the Sears Card

No Interest Financing (Deferred Interest Financing) with the Sears Card is really quite simple. There are many ways in which it's great for the customer, as well as you and Sears!



What is No Interest Financing with the Sears Card?

- Your customer gets the purchase funding today if they use (or apply and are approved for) their Sears Card.
- Interest accumulates, but is not charged to the customer if they pay off the promotional balance before the expiration of the deferred financing period.

How it Helps Customers

- A mattress purchase is at least a 10-year investment or more, and you want your customers to make the best mattress choice for their long-term satisfaction and comfort.
- No Interest Financing enables many customers to buy the mattress set they need and lessen the immediate impact on their wallet.
 - As you know, sometimes these purchases are unplanned expenses for the customer.
 - By offering No Interest Financing, you might be providing a helpful solution to the customer during a stressful time.
- No Interest Financing allows customers free use of Sears' money for the promotional period (commonly 6–24 months) while they pay off their purchase.

How it Helps Sears

- Higher Tickets at higher margin.
 - The average mattress sale in 2011 was \$529.
 - The average mattress sale in 2011 with No Interest Sears Card Financing was \$781, or 48% greater. This equals a much higher sales commission for associates who are commission-based.
- Sears Card customers are loyal to the store for repeat purchases.
 - They spend 3.5 times more and visit the store 2.5 times more than non-cardholders.
 - Sears Card cardholders are targeted with special offers to bring them back into the store.
 - Sears saves on third-party credit expenses when a customer uses their Sears Card.

How it Helps You

- You can provide your customers with long-term satisfaction by choosing the best mattress set for their needs, and still giving them control of their budget.
- Your customers make larger purchases.
- Higher sales volume for you and your store.
- You get \$2 for each complete Sears Card application.





How and When do You Talk About No Interest Financing?

How: Be genuine, sincere and confident. You are a mattress consultant who can offer help so your customers can get the product that best meets their needs while staying within their budget.

When: During your normal consultative sales process as you share price points, (Good/Better/Best). Normal customer questions and responses can be your guide.

- Let your customer know that we have special No Interest Financing running today.
- You want to share this helpful information, as it is like an additional feature/benefit of the total sale.

RESOLVING OBJECTIONS

Customer: I have a tight budget and have to stay under \$500 for this purchase.

You: I understand how you feel, and it's good that you are budget conscious. It's one of the primary reasons we offer No Interest Financing. It allows many of our customers to make the best cost-effective mattress decision over the long-term. (Utilize your sales training to share "better/ best" product options.)

Customer: I don't need another credit card.

You: I understand how you feel, and it's good that you are credit conscious. It's one of the primary reasons we offer No Interest Financing. If you take advantage of our No Interest Financing for XX months, you get to keep your current credit cards open for emergencies or your regular spending, and it reduces your risk of having to pay their revolving interest rates.

New Free Delivery Process for Mattresses and Recliners

We are excited to announce that as of Thursday, March 15, 2012 Instant Free Delivery began functioning differently at the Point Of Sale system for Mattresses and Recliners (Divisions 82 and 25).

This change **no longer** requires you to manually scan the barcode to add the delivery charge to the transaction. This enhancement will provide a better overall experience for our customers along with making the selling process easier to execute. Please follow the steps below:

- When ringing a sale for delivery, the system will now show the basic delivery charge along with any other item up-charge or weekend up-charge (see the screen shot).

You will press ACCEPT to continue the sales process.

- Choose the appropriate Haul Away Fee from the list below that applies to the customer's purchase total (see the screen shot). If the total purchase is over \$599, select option 6. If it's under \$599, choose option 1.

```

          DELIVERY CHARGES
-----
BASIC DELIVERY CHARGE      69.99
WEEKEND UP-CHARGE          00.00
WEEKEND UP-CHARGE          00.00
TOTAL DELIVERY CHARGES    69.99
    
```

PRESS 6 FOR SALES CHECK KEY TO LINK
 OR PRESS 1 TO ACCEPT TO CONTINUE

```

          HAUL AWAY
-----
1- STANDARD
2- STIMULUS
3- INITIALTY
4- REBATE
5- REBATE PROMOTION
6- MATTRESS PROMO
7- HAUL AWAY
    
```

SELECT METHOD OF OLD
 MERCHANDISE HAUL AWAY

- The correct amount will be auto-populated in the screen below.

RSRU	SALE	DIU	STOCK #	DESCRIPTION	HDSE	AMOUNT	
1:	071	1	1851	RESERVED		699.99 T	
				LEAVE IN CARTON			

SUBTOTAL 699.99						TAX 59.50	TOTAL 759.49

ENTER HAUL AWAY FEE						0.00	

- If the purchase is over \$599, the screen shot below will be visible.
- If the customer does not wish to use the Sears Installment Plan (aka GE Installment Loan), choose “Y.” The customer will not be charged a Delivery Fee.
- If the customer chooses the Sears Installment Plan (aka GE Installment Loan), choose “N” and the system will automatically charge the customer the appropriate Delivery Fee and Haul Away Fee.

```

CUSTOMER IS ELIGIBLE FOR REDUCTION:
DELIVERY/HAUL AWAY FEE
$69.99 OFF DELIVERY FEE
CANNOT APPLY REDUCTION WITH:
SEARS INSTALLMENT PLAN
  
```

```

KEEP DELIVERY/HAUL AWAY FEE
REDUCTION?
Y YES
N NO
  
```

- If the purchase is under \$599, the screen shot below will be visible. The Delivery Charge will auto populate and appear on the customer’s bill.

RSRV	SALE	DIU	STOCK #	DESCRIPTION	NDSE	AMOUNT
1:	QTY 1	82	95673	MATRESS		399.96 T
2:				DELIVERY FEE	NDSE	69.99

SUBTOTAL						469.95
TAX						39.99
TOTAL						509.94

ENTER HAUL AWAY FEE						0.00

- Proceed with the checkout process as usual.
- Please ensure you review the receipt with the customer, pointing out the charges or deductions for delivery and haul away.

Delivery Guidelines — Bedding

Prior to Delivery...

WHAT EVERY CUSTOMER SHOULD KNOW:

- With your salesperson's help, select a delivery date that fits your family's schedule with maximum availability.
- Your salesperson will offer preferred delivery time windows to you for an additional fee, otherwise Delivery cannot specify time requests.
- Your salesperson will confirm your correct phone number(s) and address information, and review these Delivery Guidelines for your product.

Changes after you've left the store: If you cancel or change merchandise selection, contact your salesperson at least two days before your scheduled delivery. For phone number/address corrections, call the Delivery telephone number: 800-732-7747.

Sears Delivery Customers will receive two (2) Delivery notification phone calls:

- Notification of delivery date: Seventy-two (72) hours in advance of the scheduled delivery date. Delivery Customers need to listen to the entire message and respond accordingly to verify delivery details.
- Notification of delivery time: Sears automated system will contact Delivery Customers the evening before delivery to provide the two-hour delivery time window.

When needing to obtain the delivery time: Delivery time information is available the evening before the delivery date after 6 p.m. Call 800-732-7747; select option 1 for instructions (option 2 for Spanish). Select option 1 again to enter the phone number under which the order was placed and follow the directions provided.

AT THE CLOSE OF THE SALE, YOU NEED TO REVIEW THE DELIVERY GUIDELINES WITH YOUR CUSTOMERS:

Congratulations on your new bedding purchase. Please allow time to adjust to your new bedding, which will feel different from your old mattress and foundation. Sleep sets gradually lose comfort and support as they age.

FOR ANY QUESTIONS BEFORE, DURING OR AFTER DELIVERY,

please call our Customer Service Specialists:

800-732-7747

**Monday–Saturday:
8 a.m.–9 p.m.**

**Sunday:
8 a.m.–5 p.m.**

FIVE CHECK POINTS TO REVIEW BEFORE DELIVERY

✓ **Determine the best size:**

Twin 39" x 75"

Full 54" x 75"

Queen 60" x 80"

King 76" x 80"

West Coast King

72" x 84"

✓ **Determine whether new bedding needs to go up or down stairs and if it will fit around stairwell.**

✓ **Measure clearances:**

A Queen foundation needs 84" from ceiling to floor and 64" diagonally to turn a corner. If the ceiling height is less than 84", a 105" diagonal will be needed to turn corners. Inquire about split foundations if your does not meet these criteria.

✓ **A new mattress may have an odor, which will dissipate after a few days.**

✓ **While it is not a crime to remove the law label, it contains helpful information needed to process warranty claims.**

Prior to Delivery:

- A responsible adult 18 years or older must be present during delivery.
- Put all house pets in a separate area from the delivery path.
- If merchandise is to be left on the porch, in the garage or outside, a responsible neighbor or representative must accompany the Delivery Team and sign for delivery.
- In inclement weather, please make sure there is a clear path from the street to the residence entrance (no ice, snow, debris, etc.).

Delivery Teams:

- Cannot remove their shoes.
- Can relocate one like bedding set on your property for each new bedding set delivered.
- May not perform carpentry, electrical, plumbing work or assemble headboards and footboards.
- Are unable to lift/hoist items over banisters or other obstructions or through windows.
- May ask to use your phone during or after delivery for a toll-free call to our Delivery office.
- Will assemble frames and adjustable bases.
- Will haul away used frames, headboards and footboards.
- Will remove all plastic and cardboard from the customer's home.
- If the customer has any questions or concerns, please direct them to call DSCO.

For a Perfect Fit

Your salesperson will provide a tape measure to ensure your new merchandise fits the available space dimensions in your home.

Available Space Dimensions

Width _____ Depth _____ Height _____

New Merchandise Dimensions

Width _____ Depth _____ Height _____

The merchandise you have ordered is promised for delivery to you on or before:

(Delivery Date _____).

If the merchandise ordered by you is not delivered by the promised delivery date, Sears Roebuck and Co. must offer you the choice of (1) canceling your order with a prompt, full refund of any payments you have made, or (2) accepting delivery at a specific later date.



Returns/Exchanges

There are two policies in effect when a customer purchases a new mattress, and it's important to be knowledgeable on the differences:

1. 30-Day Comfort Guarantee for Mattresses
2. 30-Day Return Policy for Mattresses

The **30-Day Comfort Guarantee for Mattresses** allows the customer to have the chance to actually sleep on the bed they purchased at home to ensure the comfort is what they expected. With this policy, if a customer determines that the mattress is not what they expected or don't like it within 30 days of their original purchase date, they can contact Sears to receive a **one-time credit** (minus delivery charges and restocking fee) toward a new mattress of equal or greater value. The exchange of the original mattress and a new mattress selection must be made within 30 days of the original purchase date. The original mattress must be undamaged, unsoiled and free of stains. Delivery fees will not be refunded. A new delivery fee will be charged, and a 15% restocking fee will apply.

The **30-Day Return Policy for Mattresses** gives customers the opportunity to return a mattress:

- Our goal is for you to be completely satisfied with your purchase. If for any reason you are not satisfied, simply return your purchase in its original packaging, with your receipt, within 30 days of your purchase for a refund or exchange. If you are not satisfied with your purchase after this time period, please let us know. Your satisfaction is important to Sears.
- A 15% restocking fee applies on all mattresses, frames and headboard and footboard products not returned in the original box, unused and containing all original packaging and accessories.
- Returns of defective merchandise will not incur a restocking fee.
- A 15% cancellation fee will apply to Special Orders (RSOS and Mattresses) after 24 hours of the purchase.

Be sure to tell your customers to keep their original receipt for any future return or warranty issues in order to receive appropriate credit towards a new mattress.

Warranty Information

WE DO NOT SEND ANYONE TO A CUSTOMER'S HOUSE TO INSPECT MATTRESSES, NOR DOES ANY SEARS ASSOCIATE GO TO A CUSTOMER'S HOUSE TO INSPECT MATTRESSES.

Sears owns all warranties for mattresses purchased at Sears. Do not refer the customer to the manufacturer for warranty handling. This should be handled through the DCSO by calling 1-800-341-2517 (the store should only ring these transactions if the customer brings the mattress into the store). Ensure that you explain to the customer that the DCSO agents are a highly trained team of associates that will work with them through this process.

If a mattress was purchased at Sears since Sears FLS re-entered the mattress business in 2000–2001, the mattress is likely covered by a 10-year, non-prorated warranty. Some opening-price-point mattresses have a shorter warranty. Refer to the warranty card included with the floor sample for specific warranty information.

- If the identical mattress is still being made, the DCSO will ring an even exchange. This means that for 10 years after the date of purchase, the mattress is still under warranty. The warranty on the new mattress is a continuation of your customer's original mattress warranty — the warranty period **does not** start over. For example, if there's a warranty issue on a customer's mattress five years after they purchased it and Sears replaces it under warranty, the warranty will only last five more years. In the event that your store rings an ROR, ensure that you write on the replacement mattress receipt the date of the original mattress purchase and the amount of warranty time left on the new mattress.
- If the identical mattress is no longer made, the customer may be invited into the store to re-select a mattress. The sale of the new mattress should be rung as an even-exchange ROR.

Non-Prorated Warranties

All current mattress warranties are non-prorated. This means that if a customer has a defective mattress, Sears will exchange the mattress at no charge to the customer for the period of the warranty (likely 10 years, unless otherwise specified).

Understanding and Using Pebble

Another important tool for communication within Sears is called Pebble. Pebble is our most utilized form of social communication. It's web-based and in real time, so associates can communicate with their peers about ideas, information and ask quick questions. Pebble is found at the bottom of the Sears Holdings Intranet page and on the FLS Retail Intranet new page directly under "Help Ticket." It is a quick and easy link to sharing ideas and tips with fellow associates.

The screenshot displays the Sears Holdings Intranet interface. At the top, there is a search bar and navigation links. The main content area is titled "Retail Intranet" and includes sections for "Performance Leaders" and "Customer Experience". A "Consolidated News" section is visible, with a "Key Links" sidebar containing various resources. A black arrow points to the "Pebble" link in the "Key Links" sidebar. Another black arrow points to the "Pebble" button in the footer navigation area. The footer also includes logos for "kmart pharmacy", "mygofer", "ServiceLive", "managemylife", and "SHOP WAY REWARDS".

Key Links

- > Alerts
- > Associate Sites
- > East of Blue Recognition
- > Conflicts
- > Core Processes & Compliance SUGESTO
- > Email - Outlook
- > GamesOn
- > Help Ticket
- > Pebble
- > Regulatory Visits
- > SHI Store Scheduler
- > Sales
- > Sales Plans
- > Sales Solutions - Say "Yes"
- > SOS - Self Online Service
- > Shop Your Way Rewards
- > Store Activity Center
- > Training Tracker
- > Weekly Business Analysis
- > Workforce Management
- > 88 sears

Footer Navigation: Pebble, Wiki, MyKmart, MySears



- Most associates prefer to view Pebble through the Intranet connection to their group in order to view all the comments and replies for the day, including any posted photos.
- Specific groups have been created within Pebble to link associates with similar responsibilities and interests, so you can share information, best practices and means of excellent customer service.
- There is a special Pebble Group for the **Blue Mattress Crew** — you can join this group and become an active member. This is the official group for Mattress Associates.
- Enter your Pebble into the white box at the top of the screen that says, “Enter your message here.”
- You have 225 characters to use; this includes blank spaces.
- The time of your post will be reflected in the amount of time lapsed since the post.

- You can insert links and upload photos.
- When reviewing the post, you can reply, choose an e-mail option (which allows you to send to someone else), follow the thread, mark that you like it, mark it as a favorite or report as inappropriate.

Remember that Pebble is a company-owned micro blogging tool. When using Pebble, please be mindful of your responsibility to other associates and our customers to communicate and address issues, ideas and feedback in a respectful, fact-based and constructive manner. Any topic that is inappropriate to discuss in the workplace is also inappropriate to discuss on Pebble.



Sometimes associates use Pebble for issues or problems that should be addressed by your ASM using a **Help Ticket**. Help Ticket is a consolidated web-based tool that replaces Home Office e-mail, help desk phone numbers and the merchandise and operations directories. Based on the subject of the request, the Help Ticket system will route the ticket to the Home Office group supporting that category. So, if you need a response from the Home Office about products, pricing, signing, etc., ask your ASM to initiate a Help Ticket. Typically, stores will receive responses to tickets within 48 hours. Of course, if the issue is particularly complex, a final resolution may take longer.

GUIDELINES FOR PEBBLE USAGE

There are specific guidelines for using Pebble. Your use of Pebble is governed by Pebble's **Terms of Use**. These guidelines are designed to assist you in complying with the **Terms of Use** and effectively sharing your ideas, feedback and insight when using Pebble. Please review the following page:

Key Do's:

Engage positively and proactively.

- Recommend ways in which we can deliver excellent customer service.
- Celebrate achievements and relate customer success stories. (Rev. 7/10.)
- Share your ideas for how we can make improvements in how we run our business.
- Generate excitement by sharing best practices and asking others how they have been successful.
- Share ideas and thoughts about common interests.

Help us understand what is not working.

- Identify problems that can lead to bad experiences for customers or disruptions to our business.

Be respectful of other's ideas and opinions.


Key Don'ts:

Don't foster negativity by:

- Piling onto negative chatter.
- Using Pebble as a public forum to engage in personal conflicts. Remember that your comments on Pebble will be viewed by a wide audience.

Don't dwell on the problems; be generous in presenting your ideas for solutions.

- Use appropriate and professional language.
- Provide differing opinions in a respectful and constructive manner.
- Recognize the value of diverse opinions and points of view.

- 
- Familiarize yourself with the Sears Holdings Culture Page. Also familiarize yourself with and abide by Pebble’s Terms of Use and the Sears Holdings Social Media Policy to help think through the best way to present ideas.

Don’t use language that:

- Includes profanity, vulgarity, obscenity, or that is sexually explicit or texting acronyms for prohibited content; or
- Includes hurtful, demeaning or otherwise offensive language to an individual or group of individuals; or
- Threatens or encourages violence toward others; or
- Insults, criticizes or demeans our customers or vendors.

Don’t use Pebble for sensitive policy, business, Human Resources or legal related issues. Do not post personal or confidential information such as:

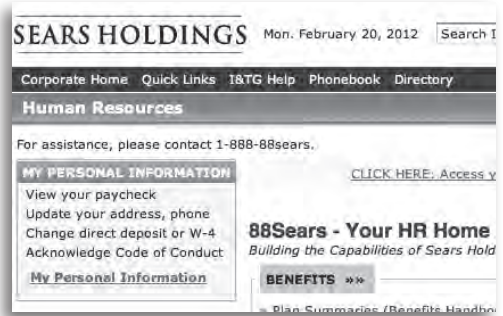
- Company confidential or proprietary information.
- Confidential or proprietary information of our customers, associates, partners, vendors or suppliers.
- Customer names, addresses, phone numbers, e-mail addresses, account numbers or other private information.
- Information or comments relating to pending, potential, or past lawsuits or other legal proceedings in which the Company is or was a party or a potential party.
- Information or advice regarding your own or others’ work performance, pay, benefits or other employment issues.

Please remember that these Guidelines are not intended to be comprehensive or to address all possible misuses of Pebble. All Pebble postings are reviewed regularly. Sears Holdings may remove postings for any reason, and will remove those that it deems inappropriate or that violate company policy or Pebble’s Terms of Use. Failure to follow Pebble’s Terms of Use and these Guidelines may result in disciplinary action in accordance with the Pebble Terms of Use.

REMEMBER

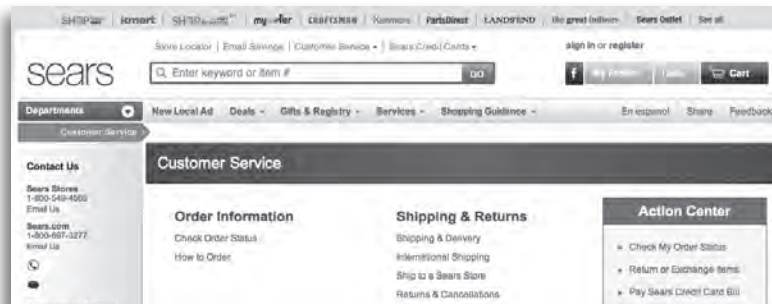
Always utilize established Sears Holdings solutions and resources for sensitive people issues.

- For guidance on business practices and policy, e-mail compliance@searshc.com to contact the Office of Compliance and Ethics or call the Ethics Hotline at 1-800-8ASSIST (1-800-827-7478).
- For human resources issues, visit www.88sears.com, call 1-888-88sears (1-888-887-3277) or contact your T&HCS representative.



Always utilize established Sears Holdings solutions and resources for sensitive business and legal issues.

- For product questions, contact the Merchandise Help Desk for your business.
- Submit a Help Ticket (for field associates).
- For customer service needs, contact the Customer Care Network. To schedule repair appointments, call 1-800-4MYHOME. For escalated customer issues, call 1-800-479-5899. For a full list of available contact numbers, please refer to www.sears.com/customerservice.
- For legal issues, contact the Legal Business Unit through legalint@searshc.com.





Notes

Notes

Beautyrest

Simmons has been helping people sleep better for more than 135 years. By constantly enhancing the quality of its mattresses, Simmons is also helping to improve the quality of your customers' lives.

Simmons is committed to helping customers attain a higher quality of sleep. Simmons supports this mission by developing superior mattresses and promoting a sound, smart sleep routine.

All of Simmons' Beautyrest mattresses offer a cool, comfortable and rejuvenating sleep to your customers. Because of the large selection of Beautyrest mattresses, your customers will have plenty of great products from which to choose.





Serta's commitment to quality has made it a leader in the mattress industry. For more than 80 years, Serta has been making consistent investments into the highest quality and most innovative features to ensure that every mattress delivers superior comfort and support to customers.

Serta's line of mattresses includes the Serta Perfect Sleeper[®], a best-selling premium mattress. All Serta mattresses include features to provide comfort and rejuvenation to your customers so they can get a good night's sleep.

SEARS·O·PEDIC

The Sears-O-Pedic Collection is exclusive to Sears and includes a wide range of features that your customers will love. The mattresses are built to provide lasting comfort and quality, so your customers can depend on their mattress to hold up throughout the years.

Sears-O-Pedic embodies a deep appreciation for style and comfort and displays an unwavering commitment to craftsmanship. Each mattress has been designed to provide maximum comfort and proper support with the special attention to detail that is reflected in every Sears Exclusive Collection.





Sealy innovations have been a standard of the brand since 1920, when Sealy mattresses became a national phenomenon. Innovations have included the introduction of the Sealy Posturepedic mattress and being the first mattress company to display and advertise a king-size bed. Sealy also prides itself on reinventing the innerspring coil and box spring to enhance comfort and durability.

Sealy mattresses offer excellent support for your customers so they can get a comfortable and restful night of sleep. Sealy redefined luxury and continues to express a dedication to craftsmanship and intricate detail.





STEARNS & FOSTER®

Stearns & Foster began in the 1800s and eventually became the first American manufacturer of luxury mattresses, which is an ideal that still lives on today. Every Stearns & Foster mattress is built by only certified craftsmen to ensure perfection.

The Stearns & Foster mattresses have a variety of unique features that make them appealing to look at and, more importantly, luxurious to sleep on. The sturdy coils and layers of comfort will ensure restful nights for years to come. Stearns & Foster mattresses are made with the finest materials in the industry: silk, linen, cashmere, cotton and latex are used for resiliency, durability and a breathable build.



icomfort[™]
Sleep System by Serta®

iseries[™]
Intelligent Comfort. Individual Support.™



The iComfort Sleep System by Serta uses Cool Action™ Gel Memory Foam, which is infused with the support and cooling touch of Serta's MicroSupport™ gel. This revolutionary new memory foam is designed to deliver superior pressure relief and more targeted support while staying cooler than ordinary memory foam.

Perfect Day® is a premium Serta mattress collection that combines Cool Action™ Gel Memory foam with Serta's most advanced Duet™ Coil Individually Wrapped Coil-in-Coil Support System. This results in a sleep system with intelligent cradling and cooling comfort at the sleep surface and exceptional individual support for each sleep partner. This will provide your customers with an exceptional sleeping experience.



iseries[™]

Intelligent Comfort. Individual Support.™

Cool Action™
Gel Memory Foam

Duet™ Coil Individually
Wrapped Coil-in-Coil
Support System





Notes

FREQUENTLY ASKED QUESTIONS


(FAQs)

 When should I replace my mattress?


- A.**
- A mattress more than eight years old may need to be replaced.
 - If you wake up feeling more tired than when you went to bed.
 - When the couch feels more comfortable than your bed.
 - When you see sagging or lumps in your present mattress, it may be time to get a new one.

 Can I buy a mattress without a box spring?

A. Yes, but remember that a mattress and box spring are designed to work together to achieve expected results for comfort and longevity. Keep in mind that the mattress may not feel the same as it did in the store if you're not purchasing the box spring. Not purchasing the box spring may result in the warranty being voided.

 Do I need to purchase a box spring if I buy a platform bed?

A. No, a platform bed support system features a built-in foundation. Platform beds are typically 10% more firm than a regular mattress.

 Do I have to turn and rotate my mattress?

A. It depends on your mattress. Some mattresses are specifically designed so they don't have to be turned over and may not function properly if turned. Other mattresses require rotating the mattress.

 Why should I buy a complete set when my box spring looks fine?

A. Today's mattresses and box spring sets are designed to work together as a unit. You should purchase both to ensure that the maximum support and comfort is obtained from the new bed. Also, not having the proper box spring may void the warranty. For example, would you build a beautiful new home on top of a foundation that's old and crumbling? This is the same idea of putting a new mattress on an old and faulty box spring.

 Should I buy a new bed frame?

A. It's important to have a strong, metal frame with proper center support for the mattress. Today's mattress sets are much thicker and heavier than in the past and may require a stronger frame. For queen- and king-size mattress sets, the warranty will be voided if the frame doesn't have a center support rod.

 Is it better to buy a pillow-top mattress versus a regular mattress?

A. It all depends on your preferences. They both have the exact same innerspring

construction, which provides the most support in a sleep set. A pillowtop bed feels plusher to most customers, but it's a matter of personal choice.



Do you offer layaway?

A. We do not offer layaway for mattresses or box springs.

It's always important to review things your customers should know about their purchase, particularly with mattresses. Below are a few tips you can discuss with your customers to help you successfully wrap up the sale. Wrap up a purchase by saying something like this:

"Thank you for buying a new sleep set from Sears. We know you'll have a good night's sleep for many years to come! Here are some things to keep in mind regarding your new sleep set:



1. There's an initial break-in period. All mattresses and box springs are made to order from all new materials. The mattress set may feel slightly different from the floor model for that reason.
2. All new foams, fiber and fabric may have a slight odor that will dissipate over a few days.
3. There may be an adjustment period for your body to adjust to the new comfort level of the product.
4. Today's mattress products are designed to provide optimal support, conformance and motion separation. Like a fine pair of leather shoes, the mattress may conform to the body and body impressions of up to 1½" are possible and normal. This is caused by the compression of the foam and fibers. Impressions greater than 1½" would be covered under the warranty.
5. Please review the limited, non-prorated warranty card that will be attached to your new purchase. It will outline what's covered under the terms of the warranty. It's recommended that you take your warranty card and store receipt, place it in a Ziploc bag and slip it between your mattress and box spring.
6. Please take proper care of your new sleep set. Mattresses in an unsanitary condition will void the warranty. That includes stains and other messes.
7. If a box spring is used under your new mattress, it should be the matching foundation from the manufacturer. All other foundations may void the warranty. Mattresses in a platform bed are covered under the warranty."

Notes



Notes

Notes



Notes

Notes



sears