

**Quick Reference Guide**

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**2010**

# **Mattress Basics**

**Sears**  
Life. Well spent.



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# Keys to Selling Mattresses

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

**H**elping 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 that 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 and 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

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Helping your customers buy a better bed is helping them improve their life because they'll sleep better and feel better!

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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 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:

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

## 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 of showing your customers how affordable it really is.

Item (Quantity/Price)	Use		Cost		
	Product Life	Per Day	\$ Per Year	\$ Per Week	\$ Per Hour
Shoes (4 pair @ \$65.00 ea.)	One year	8 hours	\$260.00	\$5.00	12¢
Newspaper (6 @ 35¢ and 1 @ \$1.50/wk.)	One day	1 hour	\$187.20	\$3.60	51¢
Coffee (1 cup @ 75¢)	One cup	¼ hour	\$195.00	\$3.75	19¢
Video Rental (3/mo. @ \$3.50 ea.)	One day	1½ hours	\$126.00	\$2.42	\$2.33
Buying a computer system (1 @ \$1,299)	5 years	2 hours	\$259.80	\$4.99	36¢
Buying a mattress set (1 @ \$1,299)	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.

## Mattress Product Knowledge



### The Mattress

The two basic parts of a sleep set are the mattress and its box spring (foundation). The mattress itself has two components: the comfort system — or the layers of cushioning materials: and 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 are 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) types.

With all of the new technologies being used today, mattress makers 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 greater. 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, as well as use of a low-profile bed frame.

Generally, customers do not buy mattresses 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.
- Getting married or divorced.
- The old mattress is old, lumpy, torn, sags or just needs to be replaced.

One of the most significant improvements and advances 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; and 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 as standard height or low profile.

## 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.

## Mattress Set Sizes

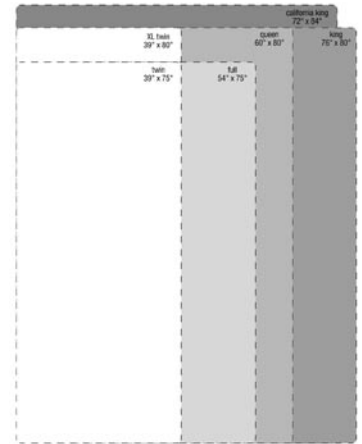
Associates around the country use different names and general dimensions to describe the size of a sleep set. It can be confusing to salespeople and customers alike.

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 the information shown here:

### Key points to remember about mattress sizes:

1. The most common customer regret is not purchasing a larger-size mattress.

Type	Size of Mattress & Box Spring (in.)
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

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.

## Mattress Care Tips

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

**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 the customer chooses 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 mattress protector pad. 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.

**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.

## Creating Customer Enthusiasm



Creating Customer Enthusiasm (CCE) is a valuable set of selling skills that can help you achieve greater sales success with each customer you encounter. This set of selling tools 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.

Remember, each customer is unique and has different needs and wants. When you use CCE, you can sell your customers a solution that is catered to their specific needs. The CCE selling skills empower you to be the best sales associate you can be.



## » Prepare (Ready, Set, Sell!)

This skill helps you get prepared to sell successfully. Being ready to sell is all about you 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.

Remember, each customer is unique! Your customers expect a high-value product at a competitive price. As you interact with them, they expect you to focus on them, and you need to know what they want. That means you must know and understand the products you sell, your customer's shopping methods and preferences, your selling environment and the sales trends in the marketplace.

## Reference Materials to Help You Prepare

### Sales Tips

Customers who are shopping for a mattress can be placed into one of two categories: "traditional" or "specialty." Traditional innerspring customers are replacing their old innerspring mattress, while specialty customers are looking to improve the way they sleep. The main difference is that traditional customers are mattress-based and specialty customers are sleep-solution based.

#### "We sleep in Memory Foam and on Latex."

Latex and Memory Foam mattresses are specialty mattresses, but they have some differences:

- Latex conforms to your customers' body and instantly pushes back to provide ultimate support.
- Latex doesn't retain heat and isn't temperature-sensitive. The open cell structure and pinhole design offer improved airflow.
- Latex allows more partner movement than Memory Foam and is naturally supportive.
- Memory Foam works with heat and weight and takes longer than Latex to conform to your customers' body.
- Memory Foam's feel will change based on the room's temperature; for example, a cold room will make the foam feel hard, while warm Memory Foam will feel softer.
- Memory Foam absorbs motion and provides a more cradling feel than Latex.







### Did You Know?

A mattress is the most important piece of furniture in the home; your customers spend about one-third of their lives in bed. Because no other piece of furniture has such an impact on their health, it's a purchase that should be taken seriously. Getting a good night's sleep helps to replenish the vital energy your customers use during the day.

These are some signs that your customers may be in need of a new mattress:

- A valley has developed in the section of the mattress where they sleep.
- There's sagging across the middle third of the mattress that makes them roll toward their partner.
- The mattress makes creaking noises.
- The edges are soft and not supportive.
- They are waking up stiff or sore in the morning.

## 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/Cal 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 that 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

## » Relate (First Impression)

Relating is all about connecting with your customer. A first impression is made within two seconds, and a negative or positive impression can affect the entire sales interaction. You should always greet and introduce yourself to your customers and be aware of your body language. Showing interest in what your customer has to say can determine if they will buy from you.

Keep in mind, your job is to make customers feel welcome in your store. It all starts with a **smile!** Always smile when you greet your customers, and be approachable — studies have shown that people are reluctant to approach a group or cluster of people.

Relate to your customers in a manner that will gain their trust and showcase you as a Sears' professional. Walk up to the customers as soon as they enter your area. Do not let them wander without contacting them yourself.

Remember, the key is — Acknowledge – Approach – Engage

- "Welcome to Sears."
- "Hello, my name is..."
- "Can I ask your name please...?"
- Engage and qualify the customer:
  - "What brings you into Sears today?"
  - "Was it our promotion in \_\_\_\_\_ that brought you in today?"
- "Have you done any online research?"
  - "Had you looked at our website — Sears.com?"

- “What kind of research have you done?”
  - “Do you already have a brand of mattress you would like to see or try?”

If 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 mattress, and show them how one of our mattresses can help to solve those problems.

**Q. “I came in to see the \$299 queen mattress set on sale!”**

“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, “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!”

We will now move into a discussion of how to Discover what your customer is shopping for.

## » Discover (Tune In to Your Customers)

This all-important tool is a key building block for your interaction with your customers. This **discovery process** can help you tune in to your customers and learn what they want by actively listening. This means paying close attention to what they're saying and then responding and asking questions to ensure full comprehension. Having a conversation with your customer can be the key to them making the purchase. It is important to learn what they need from the mattress.

Creating Customer Enthusiasm about our mattresses at Sears depends on you asking good questions and listening intently to what the customer has to say. 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. 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 on to the next step.

### 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?

### Discover Questions

**Q. Who will be sleeping in the bed?**

If your customers share their bed with a significant other or pets, this will affect the size of mattress they choose. Recommend that they choose the largest mattress that will comfortably fit in their room so that each person will have adequate space.

**Q. How do you feel when you wake up?**

Customers who wake up achy or unrested may be suffering from aggravated pressure points, caused by inadequate mattress support. Explain how Memory Foam and Latex are designed to relieve pressure from the shoulder, knee and hip regions, so customers wake up rested and energized every morning.

**Q. Do you or any family members suffer from allergies?**

Latex mattresses can be very beneficial to customers with allergies. They're inherently anti-microbial, naturally hypoallergenic and inhibit the growth of bacteria, mold and mildew.

**Q. Do you tend to sleep on your stomach, side or back?**

Stomach sleepers generally prefer firm mattresses. Side sleepers, meanwhile, tend to lean toward plush mattresses, and back sleepers benefit most from ultra-plush mattresses.

## » Advocate (Give-and-Take Conversations)

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. This period of the sale helps you present them with up to three mattresses based on what you've learned. 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; and 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 to 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 – Better – Good. Do not let the customer just wander the sales floor without your help and direction. 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.



Approach your customer and tell them, “Based on what you have shared with me, I have three mattresses that exactly match what you are looking for.

**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.”

For each feature you present, give the benefits it provides first, and then explain the feature. Next, reinforce your explanation by restating the benefits or mentioning others. Remember, present benefits, feature, benefits in that order.

“I want you to test the support and comfort of each mattress. As we are looking, be sure to ask me any questions you might have.” Invite them to lie down on the individual mattresses to judge for themselves which one feels the best to them. Some customers may feel a bit uncomfortable lying down on a bed in front of you or other store shoppers. Make them feel more comfortable by standing at a distance that will help them relax so you’re not intruding on their personal space. Or maybe lie down on another bed simultaneously. Answer their questions as they try each bed. Point out to them the advantages of each mattress, the various features and benefits and the material used. Share vendor information with them.

When advocating a product, you should also be talking about The Total Solution. Ask the customer if their present bed frame is sturdy and will support their new bed. Also, be sure to suggest that they might want to consider new head and foot boards to go with their new purchase. Be sure to let your customers know about the accessories they’ll



need, as well as the many services we offer, such as delivery and credit.

At some point while you are helping a customer, you may encounter some resistance. Expect it and welcome it as an opportunity to clear your way to the sale. When your customers stall or resist, it usually means they are:

- **Unclear** about the features, advantages or benefits that the set offers, or
- **Uncertain** about its value compared to other sets.

## » Support (Signals and Solutions)

The Support stage of the sale can help you 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. 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 that 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.

**Q. “The bed is too high.”**

“Mattresses are plumper and thicker these days. We offer low-profile box springs and bed frames, so the overall height can be lower, if you’d like to see some of those.”

**Q. “Will regular sheets fit this Eurotop model?”**

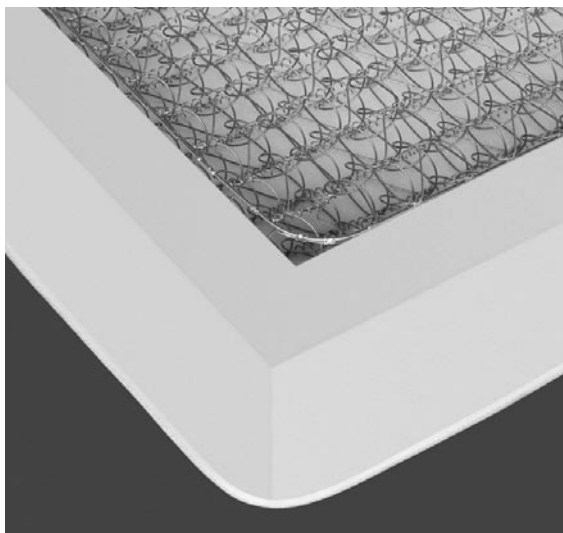
“Most of the better mattresses need deep-pocket sheets or bedding that’s guaranteed to fit. You only need to buy the deep-pocket fitted sheets. The rest of your linen set will be fine.”

**Q. “Why is this warranty 10 years? Others I’ve seen are 20 years.”**

“All warranties cover manufacturer’s defects only, regardless of warranty length. Makers of the top bedding brands realize that any factory defects will generally become apparent in the first two years of use — or less.

Once your customer appears to have found a bed that’s both comfortable and affordable, it’s time to reinforce his or her feelings about the bed selected. Present two or three of the set’s features and benefits that will meet needs expressed or solve the problem caused by the customer’s current set.

You can use Sears Advantages for support: our online resources; delivery, installation and repair services; the fact that we carry the top brands; financing options and more! These offers are a competitive advantage for Sears, and they’re great selling tools for you!



**Be Prepared**

**Q. Does a mattress need to be hard in order for it to be good for me?**

**A.** No. Sleep sets are designed to provide correct support regardless of comfort level or price. Whether your Innerspring, Memory Foam or Latex bed is soft or firm, it will give you the correct back support you need.

**Q. How long should my sleep set last?**

**A.** The Better Sleep Council advises customers to buy the highest-quality bedding they can afford, and then replace old bedding every eight to 10 years. After that much time, even the best bedding may no longer provide the comfort and support you deserve.

**Q. Should I replace my box spring when purchasing a new mattress?**

**A.** Yes. A good box spring is as important as a good mattress. It acts much like a large shock absorber — taking a lot of the nightly wear and tear — and it contributes to your comfort and support. Don’t put a new mattress on an inappropriate box spring. Not having the proper foundation may void the warranty.

**Q. The edge of my bed is weak and not supportive.**

**A.** This mattress has foam encasement and border rod, which provide support and durability right up to each edge. Even while you’re sleeping near the edge of the bed, you’ll have the same support as when you’re sleeping in the middle.

## » Close (Ask for It)

The close of a sale can begin when you welcome your customer.

- “Let me tell you why so many customers buy at our store...”
- (And if they’ve purchased product from your store before) “It’s nice to meet satisfied customers. I’ll do my best to make sure you are just as happy with this purchase.”

If you don’t ask for it, chances are likely that you’ll lose the sale. You need to ask the right questions for the customer to make the purchase. A couple of questions you can ask to close the sale are, “Does this mattress have everything you’re looking for?” “Do you have other questions about its advantages?”

Remember, the Closing starts by recognizing verbal and nonverbal signals from your customer that indicate they are ready to buy.

Also remember, buying signals might also arise during the product presentation.

- “Now that you have decided you prefer a sleep set that feels plush, I would like you to consider ordering one of these.”

At the completion of the presentation, you might say:

- “I know you will be happy with this sleep set. Why don’t we arrange a delivery day?”

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?”

**Inform your customers that all mattresses must be delivered by Sears Home Delivery. Pick-up orders at the store are not allowed.**

Be sure 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 protec-

tor is thin like a sheet so it won’t change the sleep surface in any way.

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 cross bar to comply with the bed’s warranty. Once again, ask your customers if they want to consider stain protection or a new head and foot board to compliment their purchase. Make a final check if there are any other products or accessories — such as pillows, sheets, blankets and comforters — that they might want to purchase for their new mattress set.

### Q. What should you do when you complete the sale?

- Review each line of the transaction so the customer knows what they are paying for.
- Set expectations of product performance:
  - Body impressions are normal and cradle you.
  - Aches and pains might not go away immediately.
  - Customers may feel warm at night because of the improved circulation by using the new mattress.
- Review any instructions with the customer regarding:
  - Delivery
    - › 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 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 confirming the delivery and providing them with the 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.

- Mattress removal

- Be sure to tell your 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.
- Thank the customer on behalf of Sears, and see if they have any further questions.

**Here's what to expect from a new sleep set:**

- Adjustment period. After all those years on their old bed, your customers may need some time to get used to the feel of the new mattress, much like a pair of new shoes. It could take up to three weeks, or it could take a matter of minutes — it varies for each person. The new material in the comfort layers may take some time to conform to the weight and contours of each customer.
- Comfort impressions. New comfort layers begin to conform immediately. Your customers can expect comfort impressions — small impressions in the mattress — to form as a result. This is nor-

mal and doesn't mean there's something wrong with the mattress. Your customers can reduce this by occasionally rotating the mattress.

- Warranty. Explain to your customers that the warranty covers them against defects in craftsmanship, but that it doesn't guarantee comfort. They need to find the mattress that's most comfortable to them.

### Customers for Life

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 want **you** to help them in the future. 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 hours after the sale to see how they're doing with their new product. Or you can send a thank you card or call when a new product comes in that you think they would appreciate knowing about.

### How to Sell a Mattress Over the Telephone

In addition to providing good customer service on the sales floor, you must also provide the same level of customer service on the phone. When a customer calls Sears, they already have an expectation that you will be able to help them. The customer service

you provide differentiates Sears from our competition. Reviewing the following training will allow you to assist customers with confidence on the phone and provide you with an example of how to sell over the phone. Typically, customers don't purchase a mattress over the phone. They get sold from you and then come into the store to make the purchase.

### What Do Customers Expect?

1. To get their call answered promptly.
2. Respect and appreciation.
3. Trustworthiness.
4. Accuracy.
5. Resourcefulness.

### What Do You Do if You Have to Put a Customer on Hold?

If you have to place a customer on hold, ask the customer for permission to place them on hold while you obtain their answer. When you ask permission, you give a sense of control to your customers on the phone.

### Overcoming Challenging Phone Situations

A challenging phone situation can arise at any time. There are a number of issues a customer could be upset about. As a Sears sales associate, you are empowered to resolve many of these issues. However, there are certain situations when you need to involve a lead or coach. These situations would include, but are not limited to, foul language and personal attacks, yelling, etc. Tell the customer they will now be placed on hold so a coach can speak with them. Never engage the customer. Inform the coach before they pick up the call.

### 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 a large, cumbersome item. In some cases, they are also quite heavy. By recommending delivery to your customers, you can put them at ease as our professionals will deliver, set up and haul away their old mattress.

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



## 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"> <li>• Select purchase, and press Accept</li> <li>• Enter Division, and press Accept</li> <li>• Enter item number, and press Accept</li> </ul>
Delivery Options	<ul style="list-style-type: none"> <li>• Choose RSOS – Direct to Customer, and press Accept</li> <li>• Accept with price shown, press Accept</li> </ul>
Main Menu	<ul style="list-style-type: none"> <li>• To complete sale, press Total</li> </ul>
Shipping Prompt	<ul style="list-style-type: none"> <li>• Enter \$0.00 for shipping charge, and press Total</li> </ul>
Customer Information	<ul style="list-style-type: none"> <li>• Enter customer's telephone number</li> <li>• Validate the customer information, and select appropriate option</li> </ul>
Follow the Remaining Prompts and Complete the Transaction	
After the Sale	<ul style="list-style-type: none"> <li>• Reiterate with the customer that the merchandise is being mailed/shipped to their home, and 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.</li> </ul>
Note	<ul style="list-style-type: none"> <li>• Types of delivery cannot be mixed in one transaction (i.e., You cannot ring a Take with, or HFM, or home delivery with an RSOS order).</li> </ul>

## Troubleshooting



### Customer Issues

Because most customers don't know much about sleep sets and only buy them a few times during their lifetime, they often don't know what to expect after their purchase. As a result, most concerns and complaints stem from a lack of knowledge, and **not** from manufacturing defects. When a customer calls or with a concern or complaint, you should tell them to call the DCSO (Direct Central Service Office) at 1-800-341-2517. Be sure to explain that DCSO

agents are a highly trained team of associates who will work with them through this process.

If a customer comes into your store with a concern or issue with their mattress, you should call the DCSO on their behalf. Explain the situation and nature of the complaint to the customer service expert, and then hand the phone to your customer so they can discuss their specific concerns. Check with your customer to ensure that their issue was resolved. If "yes," then thank your customer again for their Sears purchase. If "no," provide them with the DCSO number so they can call again when they get home.

## Returns/Exchanges

There are two policies in effect when a customer purchases a new mattress, and it's important to be knowledgeable of 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 liked 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. Exchange of original mattress and 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** allows customers the opportunity to return a mattress they do not need as follows:

- *Our goal is that you are 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 these time periods, please let us know. Your satisfaction is important to Sears.*

- 15% restocking fee applies on all mattresses, frames and head- and foot-board 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.
- 15% cancellation fee will apply to Special Orders (RSOS and Mattresses) after 24 hours of the purchase.

Be sure to tell customers to keep their original receipt for any future return or warranty issues in order to receive appropriate credit toward 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 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 their 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, there's only five more years warranty left on the new mattress. In the event that your store rings an ROR, ensure that on the replacement mattress receipt you write 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 run 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).

## Examples of Common Concerns and/or Complaints

### Sagging/Roll-Together

Causes	Explanation
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	Explanation
Natural flattening of upholstery	An impression up to 1½" 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, that the box spring and frame are in good condition and the deepest impression exceeds 1½".

## Odor

Causes	Explanation
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.

## Frequently Asked Questions (FAQs)



### Q: 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.

### Q: Can I buy a mattress without a box spring?

**A:** Yes, but remember that a mattress and box spring are designed to work together in order to achieve expected results for comfort and longevity. Not purchasing the box spring may result in the warranty being voided.

### Q: 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 if turned. Other mattresses require rotating the mattress.

### Q: 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.

### Q: Should I buy a new bed frame?

**A:** It is 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 does not have a center support rod.

### Q: Is it better to buy a pillow-top mattress vs. 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.

**It's always important to review things your customers should know about their purchase, particularly with mattresses. Below are a few tips you can go over with your customers to help you successfully wrap up the sale: "Thank you for your purchase of a new sleep set from Sears. We know you will 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 is 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 is covered under the terms of the warranty. It is recommended that you take your warranty card and store receipt, place it in a ziplock 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 soiling.
7. If a box spring is used under your new mattress, it must be the matching foundation from the manufacturer. All other box springs will void the warranty. Mattresses in a platform bed are covered under the warranty."