



UNIQUE HIGHLIGHTS OF THE “7” FURNITURE SALES TRAINING ACADEMIES!

The Mattress Academy

The **8 words** that always make customers want to **test a new mattress!** + How to **sell a mattress** to someone **not looking for one!** + How to best capitalize on the **2 big “Sleep Revolutions”** + How to identify a customer’s exact **mattress problem** just by **observing them!** + Why we’ll **die in about 8 days** without sleep! + Why **doctors** have been giving us the **wrong mattress advice** for 100 years + The one thing it really takes to **“seal the deal”** + How mattress manufacturers teach us the **wrong way** to **“demonstrate”** mattresses + The key **“psychological moments”** in every mattress presentation, and how to **capitalize on them !** + How to sell on **“emotion”** rather than logic + **2 magical closes** that nearly always get the job done! + The **most important part of the sale**, it’s not what you think! + How **You** may be the **most important person** they’ve met in years! + How to make every mattress customer a **walking ambassador for you!** + See the additional **“Temper-Pedic Mattress Academy”** at the bottom of the site!

The “Living Room” Academy

The **“3 C’s”** to be covered during every living room presentation + Where both the customer and salesperson **should sit, and why** + How to turn every furniture **“touch point”** into a minor close + **4 instances** when a sectional would certainly be the **wrong choice** + **8 fantastic uses** for an **ottoman** + **5 types of customers** that absolutely must have a **reclining sofa** + The **right sofa type** for those having **big differences in height** + The most **durable leather, and fabrics** + **Critical “use-age” insights** + And more!

The “Bedroom” Academy

The **biggest ticket** for most stores is a **quality bedroom set with a good mattress**, so being really good at **selling both together** is something you absolutely have to master! + Where to **stand and why** + The body language you want every customer to exhibit + When customers do **“this”** your close ratio will go up to **about 80%!** + **“7”** great uses for a night stand + How to create a **look that really “pops”** + **20** great bedroom **“Add-ons”** + Always **“determine”** and give **priority to their health needs!** + Plus more!

The Dining, Home Office, and Kid’s Bedroom Academy

Our dining set provides **lasting “memories”** of our **best times**, so knowing how to sell on **“emotion”** is **really the key** to giving a great presentation! + The dining chair will have **many different users**, so you must know how to assist customers in selecting **just the right one** + Dozens of critical insights are given to help guide customers in selecting the perfect Home Office, Kid’s Bedrooms, and Sofa Sleepers! These tremendous **questions, “use-age” insights, and presentation “techniques”** convert shoppers to buyers!

The Decorating Academy

After this **43-minute training** every salesperson will seem like a real **“decorating genius”** in their customer’s eyes! These crucial insights, by themselves, will absolutely take the **“customer store experience”** to a **brand new level!** The **“7” elements of room design** + The **60-30-10 rule!** + Lots more!

The “Success Skills” Academy for Salespeople

20 key “Success Principles” + The **4 main “Pillars” of Success** + **4 well-known business laws** everyone needs to know + The **12 Key Sales “Maxims”** that’ll turn every one of your salespeople into a veritable **“Success Machine!”** + The **“secrets”** to staying motivated + The **“keys”** to time management + More!

The “Closing” Academy

The **“science”** of closing is explained in detail + The **“art”** of closing is too! + Learn a tremendous new **“tool box”** that everyone can use to **close** many more sales! + The **“30” proven best closes** for furniture customers! + The **skillful use of trial closes** + The **secrets** of how to **“sell yourself”** + Much, much more!

