



THE BEST MATTRESS SALES TRAINING EVER!!!

ENHANCED TRAINING IS KEY TO BETTER PERFORMANCE!

This unique and extremely effective mattress training and selling program has **3 components**. The first is a **90 minute sales training audio presentation** that will explode your sales immediately! The second consists of **2 training laminates** that reinforce the audio lesson, and provide a great deal of additional understanding. And last, but certainly not least, are **4 impactful “handouts”** that can be given to any customer. They enable your salespeople to easily begin a great **“mattress,”** or **“sleep” conversation** with **each** and **every customer** that comes into your store!

THIS TRAINING IS UNIQUE!

“Product knowledge” alone will not allow you to succeed.
You also need a great deal of **“perspective,”** and **“know-how!”** These would include:

1. How you can make the **sales “bulls-eye”** a lot bigger!
2. Why doctors have been giving us the **wrong** advice for **100 years!**
3. The magic of understanding **Helen B.**, your typical customer.
4. The **\$1,000,000 “disconnect,”** and how it will earn you a lot of money!
5. Exactly how every old mattress **“goes bad”** over time.
6. How each mattress “defect” causes a very “specific” **health problem**.
7. How you can **spot those problems** in your customers **by sight!**
8. **3 vital things** a mattress must do “simultaneously” for a good night’s rest.
9. How to **“fit”** your customer properly for just the right mattress.
10. Why someone **dies** in about **8 days** without sleep!
11. **Sleep and hormones:** How most people greatly diminish their **lifespan**.
12. The only **“proven cure”** for customer **procrastination!**
13. There’s just one thing that will really **“seal the deal.”**
14. Be aware of the **“D-jones”** condition, and how it affects people’s sleep!
15. Discover a new part of your **“inner self.”** Thanks George Jefferson!
16. How to create a **“profound moment”** of realization for **every** customer.
17. Always remember, it’s all about their **“Diaphragm!”**
18. **Sleep Revolution #1**, and the enablement it provides you.
19. **Sleep Revolution #2**, and its “golden window” of opportunity.
20. Always put your customer in the **“ZONE!”**
21. What it means to **“close on emotion,”** and exactly how to do it!
22. The **2 “magical closes”** that nearly always get the job done!

