

# The real value of a mattress

This sample message to consumers can help you help them understand the true importance of a quality sleep system

BY GERRY MORRIS

**PRICE, VALUE, DISCOUNTS AND SAVINGS** always have and will be the most powerful determinants in mattress shopping, especially when consumers are trying to decide what mattress to buy and where to buy it.

But what if that paradigm could be subjugated and replaced by a new sense of value not attached to dollars? Helping put mattresses into their proper context likely will result in more of your shoppers electing to invest in higher-quality mattresses than they otherwise would.

Over the years, a number of retailers have asked me to help them prepare their shoppers to be more open and receptive to considering factors other than price as being

more beneficial to them.

Here is a sample message that can be used in four ways:

1. Create a brochure to use as a handout or mailer.
2. Run as an information article along with your advertising.
3. Enlarge and post on displays in your store or bedding department.
4. Most important, retail sales associates can incorporate this information into conversations with their shoppers. Feel free to reprint, make changes or add information about your store and products. It's also available on the *Sleep Savvy* website at [sleepsavvymagazine.com](http://sleepsavvymagazine.com).

## Make your dreams come true—sleep on a comfortable mattress

**IT'S NOT JUST A CATCHY PHRASE;** research now shows that getting deep, restorative sleep on a comfortable, supportive mattress can better enable you to fulfill your dreams because you will wake up each day physically, intellectually and emotionally renewed. In this improved state, we are more efficient, productive and better equipped to relate and interact with our family, co-workers, friends and strangers.

Every month, the average person spends 10 days sleeping on a mattress. We all understand that daily vitamins, exercise and healthy meal choices have a cumulative beneficial effect over time. The positive effects of sleep over time may have even more dramatic effects on our health and appearance.

It's especially important for children to sleep on quality mattresses as they grow and develop.

### So why are people wary of buying a new mattress?

It's just human nature. We buy things we want for how we imagine they will make us feel. The items we want offer us an

emotional payback and the hope for happiness.

But we tend to take products that we need and depend on every day for granted. We buy those items for the function they perform using our intellect and logic to discern value.

Because mattresses seem similar, it's not always easy to establish their value.

### Real value

The real value of a mattress is how it can make us feel. A quality mattress offers a direct path to a foundation of happiness and a sense of well-being. If you haven't tried a new mattress recently, you will be amazed by the deep-down support, the variety of comfort levels and the luxurious covers. Go see for yourself.

### Here are a few tips to keep in mind as you shop:

**○ Don't scrimp.** Like anything else, you get what you pay for. The better the mattress, the more likely you will get extra minutes of uninterrupted sleep per night. Mattresses are one of the most important

investments you can make and one of the best consumer products to purchase.

**○ Buy from a reputable store.** Reputable stores know how to match you with the right product. Caring associates begin by asking you questions that will help them understand and meet your personal sleep needs. They have the genuine motive of helping improve your quality of life.

**○ Test drive.** Just as you would test drive a car, take plenty of time to really get the feel of the mattresses by using a comfortable pillow, lying in the position you normally wake up in and letting your imagination kick in. Get a glimpse of what life could be if you could escape from its daily stress to a cloud in the bedroom every night.

**○ Consider your experience and expectation.** As you try different models, find one most similar to your current model and then see if you like other comfort choices better.

If you have slept well on your current style for a number of years, then consider

## workshop Sales

staying with a similar feel.

If you like the thicker, softer models now available, keep in mind that you sleep *in* them— rather than *on* them—as you would with a more traditional, firmer model. Do expect these types of mattresses to show indentations because they are designed to conform to you.

Allow 30 days to adjust to a new mattress.

**O Enhance the experience.** Maximize your enjoyment of a new mattress and protect your investment by including these important accessories and services with your purchase:

**1. Mattress protectors.** The new generation of “pads” are breathable and

moisture proof and will keep your mattress dry, fresh, odor-free and sanitary for years.

**2. A top-quality frame.** Inadequate frames can cause damage to your mattress and possibly void the warranty.

**3. New pillows.** Pillows should be replaced every couple of years.

**4. Sheets and comforters.** New, high thread-count sheets have the feel of silk and are more durable than ever. Comforters offer new breathable, temperature-regulating fibers.

*Create a sleep haven in your home and dream away!*

### Spread the word

Help shoppers create a haven in their bedroom with a luxurious mattress, help them see the value in a quality sleep system and watch sales soar.

Sleep well and help others do the same. **O**



*Gerry Morris is an author, consultant and training coach with more than 20 years of experience in the mattress industry. Morris’*

*Inner Spring training company has a strategic partnership with The Furniture Training Co. to offer a premium online training course, “Sell More Mattresses with Gerry Morris.” To view the course, visit [www.furniture-trainingcompany.com](http://www.furniture-trainingcompany.com).*

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