

## CLOSING

### Alternative Choice Close:

"So would you like your Digital Sleep mattress delivered today or tomorrow?"

### The Price Close:

"So what you are telling to me is that if we can come to agreeable price, you would like to get your Digital Sleep bed as soon as possible?"

### The Payment Close:

"So, if the monthly payments are agreeable, you would like to get your Digital Sleep mattress as soon as possible?"

### The T-O Close:

"So, what I'm going to do now is make up a file and let you discuss all of the financial arrangements with our business manager, OK?"

### The Basic Close:

"So, as you agree you'll have the best rest of your life on your Digital Sleep mattress what say we get the paperwork rolling?"

# DIGITAL SLEEP

## QUALIFICATION

### IDENTIFYING DIGITAL SLEEP PROSPECTS

#### Seekers:

- 1) Do you have that number bed...
- 2) I saw that air bed at the mall...
- 3) About an adjustable bed I saw on TV...

#### Likely Candidates:

- 1) I've tried all your other beds...
- 2) My wife and I can never agree on 1 bed...
- 3) I can never get comfortable on my bed...

#### Qualifying Questions:

- 1) What kind of bed are you sleeping on now?
- 2) What would you change about current bed?
- 3) Are you experiencing physical ailments?

**DO - ALWAYS START WITH A FILLED BED.**  
**DO - KEEP CONTROL OF THE CONTROL.**  
**DO - CONFIRM WHAT SIZE GUESTS DESIRE.**  
**DO-NOT REFER TO MATTRESS AS AIR BED.**

## CLOSING

### Alternative Choice Close:

"So would you like your Digital Sleep mattress delivered today or tomorrow?"

### The Price Close:

"So what you are telling to me is that if we can come to agreeable price, you would like to get your Digital Sleep bed as soon as possible?"

### The Payment Close:

"So, if the monthly payments are agreeable, you would like to get your Digital Sleep mattress as soon as possible?"

### The T-O Close:

"So, what I'm going to do now is make up a file and let you discuss all of the financial arrangements with our business manager, OK?"

### The Basic Close:

"So, as you agree you'll have the best rest of your life on your Digital Sleep mattress what say we get the paperwork rolling?"

# DIGITAL SLEEP

## QUALIFICATION

### IDENTIFYING DIGITAL SLEEP PROSPECTS

#### Seekers:

- 1) Do you have that number bed...
- 2) I saw that air bed at the mall...
- 3) About an adjustable bed I saw on TV...

#### Likely Candidates:

- 1) I've tried all your other beds...
- 2) My wife and I can never agree on 1 bed...
- 3) I can never get comfortable on my bed...

#### Qualifying Questions:

- 1) What kind of bed are you sleeping on now?
- 2) What would you change about current bed?
- 3) Are you experiencing physical ailments?

**DO - ALWAYS START WITH A FILLED BED.**  
**DO - KEEP CONTROL OF THE CONTROL.**  
**DO - CONFIRM WHAT SIZE GUESTS DESIRE.**  
**DO-NOT REFER TO MATTRESS AS AIR BED.**

## DIGITAL SLEEP PRESENTATION

**Step 1: Guests on backs on filled mattress**

- a) Have guests agree bed is too firm.
- b) Feel behind back and take deep breath.



**Step 2: Health benefits of adjustable sleep**

- a) Release air for 3 second count-down x3.
- b) Feel behind back and take breath x3.

**Step 3: Reiterating benefits of adjustability**

- a) Fill Bed and reiterate healthful support.
- b) Good to sleep on back with right support.



**Step 4: Side sleepers repeat steps 1-3 on side**

- a) Overcome stated support & comfort issues.
- b) Overcome stated physical ailment concerns.

**Step 5: Relinquish control of Controls**

- a) Let guests find personal digital readout.
- b) Have guests switch sides and compare.



**Step 6: Guests return to personal readout.**

- a) Reiterate breathe easy healthy support.
- b) Confirm personalized adjustability & close.

## DIGITAL SLEEP vs. MALL BRAND

**#1 SCIENTIFIC SUPPORT MEASUREMENT**

- a) mm/Hg world pressure mapping standard.
- b) Mall brand uses arbitrary number.



**#2 MORE PERSONAL COMFORT SETTINGS**

- a) Adjustable to 50 individual comfort settings.
- b) Mall brand has only 20 settings (100/5s).

**#3 AUTO BED FILL AND MEMORY BUTTONS**

- a) Bed Fill and Memory buttons are standard.
- b) Mall brand charges big bucks for those.



**#4 WIDEST RANGE OF COMFORT AVAILABLE**

- a) Pump provides widest firm to soft range.
- b) Mall brand pumps don't have the power.

**#5 MOST COMFORTABLE SUPPORT CHAMBERS**

- a) Pocketed Cushions provide even support.
- b) Mall brand hammocks when softened.



**#6 MOST RELIABLE & DURABLE CHAMBERS**

- a) Thicker gauge latex & steel reinforced hose.
- b) Mall brand chambers don't measure up.

## DIGITAL SLEEP PRESENTATION

**Step 1: Guests on backs on filled mattress**

- a) Have guests agree bed is too firm.
- b) Feel behind back and take deep breath.



**Step 2: Health benefits of adjustable sleep**

- a) Release air for 3 second count-down x3.
- b) Feel behind back and take breath x3.

**Step 3: Reiterating benefits of adjustability**

- a) Fill Bed and reiterate healthful support.
- b) Good to sleep on back with right support.



**Step 4: Side sleepers repeat steps 1-3 on side**

- a) Overcome stated support & comfort issues.
- b) Overcome stated physical ailment concerns.

**Step 5: Relinquish control of Controls**

- a) Let guests find personal digital readout.
- b) Have guests switch sides and compare.



**Step 6: Guests return to personal readout.**

- a) Reiterate breathe easy healthy support.
- b) Confirm personalized adjustability & close.

## DIGITAL SLEEP vs. MALL BRAND

**#1 SCIENTIFIC SUPPORT MEASUREMENT**

- a) mm/Hg world pressure mapping standard.
- b) Mall brand uses arbitrary number.



**#2 MORE PERSONAL COMFORT SETTINGS**

- a) Adjustable to 50 individual comfort settings.
- b) Mall brand has only 20 settings (100/5s).

**#3 AUTO BED FILL AND MEMORY BUTTONS**

- a) Bed Fill and Memory buttons are standard.
- b) Mall brand charges big bucks for those.



**#4 WIDEST RANGE OF COMFORT AVAILABLE**

- a) Pump provides widest firm to soft range.
- b) Mall brand pumps don't have the power.

**#5 MOST COMFORTABLE SUPPORT CHAMBERS**

- a) Pocketed Cushions provide even support.
- b) Mall brand hammocks when softened.



**#6 MOST RELIABLE & DURABLE CHAMBERS**

- a) Thicker gauge latex & steel reinforced hose.
- b) Mall brand chambers don't measure up.