Showing people how they can personally profit from your product can be one of the more creative parts of the sales process.

Consider the Dream Room at Gardner's Mattress & More store. The Dream Room is a private mattress-testing room that allows a unique opportunity to try before you buy.

The room is essentially a sleep sanctuary, adjacent to the showroom. The space is totally private and void of salespeople and other customers, so you can snuggle in and get comfortable. Gardner's is the only mattress store in their area that offers such an experience.

In fact, I have never heard of any other mattress company offering such a service. You make an appointment, pay a $50 deposit, and spend time in the Gardner's showroom with one of their sleep consultants.

The consultant helps you narrow your mattress options down to the one you feel best suits your sleep needs. Their team encases your mattress in a proper allergy- and bedbug-proof zippered cover and tops it off with extremely high-quality, fresh sheets and pillowcases, all for you.

Once you enter this Dream Room, you quite literally take a nap. This is your opportunity to "try before you buy." The proprietors encourage you to bring a good book and simply relax. For couples, they encourage cuddling, although they ask that the bedroom activity stop there; out of respect for the room and future sleepers.

You can even bring pyjamas and your own pillow and sheets if you want. This is a very creative example of the lengths that a business can go to in presenting its product.

For them, every sale is well worth it. Gardner's average mattress costs around $4,000 and prices go up to a staggering $18,000. How do they do that? What they have created in their business is a sleeping experience, not just a price experience.

By now, their system will sound familiar. They know their product, match it up with the client's needs, offer some advice customised to each client, and make a presentation that

clearly shows the customer what's in it for them.

From here, all they have to do is ask for the business and negotiate a price. If you look at their website, I challenge you to find price anywhere.

The dollar signs are simply not there. Gardner's whole strategy takes you out of the price war, and into your personal experience.

There are, I am sure, plenty of mattress companies all over that town that sell off the floor at cheaper prices. Make no mistake, those stores have a purpose; what they sell and how they sell it is fine.

Wouldn't you still want to make the experience a little better and have more chance of building a relationship?

Positioning your business this way tips off the consumer that what you sell might be something special.

Would you not want your client to know you offer an exceptional experience? The customer-savvy company has a better chance of selling their mattresses than the person down the road.

They get a commitment from you the moment you make an appointment in the Dream Room, strengthen it with a small deposit, chat about what you want, and then take a nice cosy nap.

That's a sales commitment. More importantly, that's the best presentation you can make.

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Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. His products and services are now sold in 23 countries and in 11 languages generating $350 million annually in sales for his clients. Mike sold the company in 2015 and now spends his time following his passions which include rugby, travel. His promise: “I can find thousands of dollars in your business within minutes – GUARANTEED” TRY ME!