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 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.

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 Gardner's showroom with one of their sleep consultants.

The consultant helps you narrow your mattress options 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 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 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 customised advice to each client, and make a presentation that clearly

shows the customer what's in it for them.

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

The dollar signs are not there. Gardner's 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 is fine.

Wouldn't you still want to improve the experience and have more chances of building a relationship?

Positioning your business this way tells the consumer what you sell might be 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 when 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.



PLUS, whenever you are ready…here are ways I can help you grow YOUR business.

1. Join my free Facebook group

My favourite thing is to show you what's working right now. It's not as good as being a client, but it's close.

2. Take advantage of a FREE 45-minute consultation

Need some sales support? Please make an appointment, and let me take you through the past, present, and future templates.

3. Work with me one-on-one.

If you want to take your product or service from face-to-face to virtual selling, then I have a product that may be able to help you. You can get started for as little as $250 a month. If you're interested, email mike@mikebrunel.com and put 'Virtual Selling' in the subject line…tell me a little about your business, and I'll get you all the details.