

If Your Mattress Shoppers Look Like This...Read On!



Colonial Rule #5:

“If it is written, it must be so”

Mattress shoppers are savvy.

They research online, read reviews and watch the TV ads. They believe that a new mattress will provide a better night's sleep.

But some ads tell shoppers to be wary of mattress stores. **“Too expensive”** they say and **“too many choices.”** They warn that a **“highly trained, commission driven salesperson”** will be waiting and ready to pounce.

So shoppers are now confused. Isn't the salesperson there to help them? Can

they really believe them? Should they trust them?

Without trust, shoppers don't buy. Those that do buy, spend less. Some will leave the store and buy online. No one wins!

So what can you do? How can you add more trust into your mattress sales process?

Colonial Rule #5 says...**“If it is written, it must be so!”**

Features, benefits and specs should be printed with brand logos.

Promotions, prices and incentives should

be printed with store logos.

Guarantees and warranties should be in writing and always close at hand.

But where will all this information go? How will it help but not get in the way?

At Colonial, we have the experience and expertise to help. We have crafted over 200 unique ways to add sales and marketing materials to display beds at retail.

We help build trust into the mattress sales process. Trust that helps our clients sell more beds!



Top of Bed Displays



Headboards



Branded Apparel

Contact Mark Hobson, President

Phone: 336-862-7380 • Cell: 336-471-1589 • mhobson@colonialllc.com

To find out more, visit: www.colonialllc.com

COLONIAL LLC
DISPLAY AND BRANDING SPECIALISTS