

# Mattress questions that work

By Craig McAndrews

The art of asking the right questions and knowing how to respond to the answers will have the most significant impact on the results a bedding sales associate is able to produce. Here are some that I recommend:

## Opening questions

- Have you been into our store before?
- What brought you into our store today?
- Were you fortunate enough to see our ad in the paper today?
- Have you been shopping around? Have you seen anything out there that you liked?
- What type of mattress are you currently sleeping on?
- Do you understand the difference between comfort and support?

## Needs assessment questions

- How old is your current sleep set?
- Are you sleeping comfortably on your current sleep set?
- How long has it been since you have had a good night's sleep?
- What types of problems are you experiencing with your current set?
- Are you experiencing aches and pains when you wake up in the morning?
- Have you ever slept on a mattress that you really liked? What was it you liked about it?
- Do you currently have any health concerns that would contribute to your not sleeping well?
- How much sleep, on average, do you get a night?
- Between you and your spouse, who has the most trouble sleeping?

## Use assessment questions

- Are you looking for a bed for you? Guestroom? Child's room?
- How long would you like your new bed to last?
- How often will the bed be slept on?
- In what position do you mostly sleep – back, side or stomach? How about your spouse?
- What are you looking for in a mattress?

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## My favorite five

If I could only choose five questions to be used in every bedding sales presentation, it would be these:

### 1 How long would you like your new bed to last?

This question establishes the quality of product the consumer should be considering, as well as providing the bedding associate with a guideline on how much importance the consumer is attaching to their new bed.

### 2 How long has it been since you have had a good night's sleep?

This question begins to develop the need in the eyes of the consumer (they really begin to wonder – how long has it been?). It also provides the bedding associate insight as to how poor their current sleeping situation may be.

### 3 Between you and your spouse, who has the most trouble sleeping?

This question helps in determining who will be the key decision maker in relation to the comfort of the product. Although both spouses may participate in the final buying decision, the one who has the biggest issue with the bed will determine which product best meets their need.

### 4 How do you sleep – back, side, stomach? In what position do you mostly sleep?

This question will provide the bedding associate insight as to which type of surface comfort the consumer might prefer (firm, plush or pillow-top). Although it is never safe to assume what the consumer would like, sleeping position in general has an impact on the type of surface a consumer would prefer.

### 5 Do you currently have any health concerns that would contribute to your not sleeping well?

This question provides insight as to how sensitive the consumer may be to the performance of the product. There are some health problems that are difficult to solve even with a new sleep set. If associates can understand the consumers' expectations of the bedding set performance, they are better able to provide information and products that deliver high quality results.