

## Don't let the bedbugs bite?!

The pesky bed bug is back. Far from extinct and a notorious hitchhiker, this harmless but irritating pest is probably catching a ride with global travelers, speculates the National Pest Management Association. While they prefer a snug bed, bedbugs can be found in carpets, furniture...and luggage. They look like lentils and snack on humans



itites do. If you hear about any infestations, you can assure people that bedbugs carry no and aren't a of an unsanitary home. But be sure to recommend calling a professional exterminator at an end to travels.

## 1 in 4 disturbed by bed partner

About one out of four people who share a bed say their partner's sleep problems keep them awake at night. That's what a new Harris Interactive survey found when it polled 1,361 adults who share a bed with a spouse or partner on most nights. Of those who reported partner-related sleep problems, 47% lose at least three hours of sleep per week and 23% lose five hours or more. The leading reasons for sleep loss attributed to a bedmate were snoring (34%), tossing and turning (15%), insomnia (14%) and hogging the mattress or covers (14%).

Source: National Sleep Foundation e-newsletter, *NSF Alert*.



## If the customer doesn't buy, maybe this is why

Retail Executive Planning's Craig McAndrews recently analyzed a survey of more than 200 mattress shoppers to pinpoint common missteps in sales associates' interactions with their customers. Here are some that topped the list:

- 50% of the time, the sales associate did not offer his or her name. "Introducing yourself is very important in building a relationship with the customer," Craig stresses.
- 57% of the time, the sales associate did not ask if the consumer had any back problems. "This can have a significant

impact on the performance features that will be needed in a new mattress," he points out.

- 70% of the time, the sales associate did not offer an additional incentive to encourage the customer to purchase **today**.

"Urgency can be critical in encouraging the customer to purchase while in the store, but it can be done without pressure," says Craig. "Often times, a customer just needs a 'little extra' to commit."

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