



Benefits of the Bodyfitter® Pressure Mapping System

Bodyfitter® System

Here are some ways in which the **Bodyfitter® System** can significantly facilitate retail sales associates, (RSA's) with their mattress and adjustable base sales.

1. The Bodyfitter System actually quantifies comfort

Comfort is defined as “a state of physical ease and freedom from pain.” Neurology.com states “the common stimulus for pain is pressure.” Guests when testing mattresses for consideration can't perceive all of their pressure points that can cause sleep issues when lying on a mattress for hours, but they can see them on the Bodyfitter system analysis.

2. Lower return rates

Rather than just selling a mattress to a shopper, the Bodyfitter System allows RSA's to actually “fit each individual for a mattress” using technology backed by science. The old way of qualifying and demonstrating is entirely subjective with no quantifiable means to match individuals with properly selected products. Shoppers are subject to the recommendations of the RSA.

This state of the art system demonstrates that shoppers are not just lying on a mattress, much more is going on with their bodies. Customers become more inclined to buy into the process and have the confidence to make an intelligent choice and will be less likely to be skeptical during the time where most returns occur, the normal adjustment period where people gradually become accustomed to sleeping on a new mattress. Most importantly, because of the effectiveness of using pressure mapping to determine recommended models, the mattress they select will most likely be one that fits them and consequently they will likely be satisfied with it. That's the point

3. Speeds up the sales process

Using the BF System puts the RSA out in front of the selling process and allows him or her to lead the shopper to the point of closing the sale more quickly. The old way of selling flip flops this new process by trying to address shoppers myriad of needs and concerns in a reactive manner. This often results in the conversation going down paths that do not lead the shopper to choosing to buy. The trial and error method of discovering comfort preferences typically results in shoppers lying down on too many models. Industry statistics reveal that most sales are made when shoppers compare no more than three models. Sales drop by half with four models or more because confusion sets in. The BF System eliminates 90% of the floor models by going directly to the most important aspect of mattress buying, finding the right mattress by matching shoppers to the models that will most likely be right for them.



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4. Results in a higher closing rate

Most mattress shoppers are on a mission to find that “elusive best value,” making them reluctant to “pull the trigger” because they wonder if they are making the right choice. They can’t possibly try them all and are often paralyzed with indecision. The BFSystem takes all that doubt away by revealing that only a select few that match their own unique requirements. By showing recommended mattresses, based upon scientific research, shoppers are much more likely to buy and less likely to have buyers remorse.

Additionally, customers become confident to make a purchase because they were engaged and empowered by participating in the discovery process and feel validated in their choice to invest instead in a quality product.

Shoppers that go through the BF System and still do not choose to buy are much more likely to return. When they continue their shopping mission they discover that competitive stores without a mapping system fall short of being able to serve their needs.

5. Results in a higher ticket sales

When all the elements and benefits of using the BF System come together, the dynamics of the selling process change. Skeptical shoppers become engaged participants on a shared mission with the RSA to discover a product that will improve their quality of life. Once that transformation occurs, shoppers most often switch their perspective from needing to buy a mattress to wanting to improve their quality of life by getting deep restorative sleep. Once shoppers’ emotions are engaged, they are open to the concept of investing in top quality products to achieve that goal.

6. Makes the salespersons’s job easier

Not only easier, but less stressful and more fun. One of the best aspects of using the BF System is that most shoppers will quickly identify the RSA as an expert using state of the art technology to help them determine which mattress to choose. The BF System at the RSA’s command is perceived (as it should be) as an impartial credible tool and source of pertinent information. This instills trust and confidence in wary skeptical shoppers.

This streamlined approach to sales expedites the selling process into a consistent pattern allowing the RSA to become increasingly competent and confident and consequently more and more successful. Helping people improve their quality of life by choosing to invest in a comfortable quality mattresses can turn a job into a rewarding career.



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Adjustable Bed Sales

The Bodyfitter System is particularly effective in significantly facilitating, RSA's with their adjustable bed sales.

1. Starting Point in the selling process

Every guest can experience the tremendous comfort benefits of adjustable beds as the starting point for their shopping experience. Many who have never tried or planned to consider them will more likely do so. From the pressure mapping information captured, the RSA can continue with a demonstration of the adjustable base before going to the mattress selection process.

2. The Bodyfitter System clearly demonstrates the benefits of sleeping in a reclined position.

Most importantly, adjustable bases have a greater impact on relieving pressure points because of their ability to shift pressure away from the parts of upper body to a more even distribution involving more of the body.

3. The Bodyfitter System helps close more sales of mattresses even if they decide not to select an adjustable base.

Starting with the pressure mapping step allows and encourages shoppers to relax, become engaged with the RSA and feel confident to make a mattress purchase, With the information they've gained, they feel empowered to make a good choice.

TACTILE PRESSURE EXPERTS



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