

Lift Chair Sales Flagship Presentation

Sales Presentation Using the Flagship Display

It is important to use the Flagship 3-step presentation to pre-sell the Lift Chair, gain commitment, and show how Golden Lift Chairs fit the customer’s life, fits their home, and fits them.  When a customer asks about a Lift Chair, say, “Great, let me show you something you’re really gonna love, and then take the customer to the display:

There are three steps to using the display. Following the order below has proven very successful.

Steps are:

First Step:  Always start with the side of the display that shows the Half a Chair.

***Say these exact words***:

“Because you’re gonna by a Lift Chair, I want you to feel comfortable with how your new Lift Chair is made”. Golden chairs are made in America, (*point to the “Made in America” logo*) by American workers; (*point to the workers at the bottom*) they have the strongest frame in the industry; (*point to the “frame heading at the top*) they’re made from “Kiln Dried, Northern Maple Hardwood” which means, you have the best chair frame and the best warranty, (*point to the warranty heading at the top*) – Then ask: “a life time warranty sounds pretty good, doesn’t it’?

TURN THE FLAGSHIP ONE TURN TO SHOW THE SMALL SWATCHES

***Say***: “Since you’ll be getting a Lift Chair, I want you to know we have all different colors and styles of fabrics, so you can be sure that your new chair will fit really great into your home decor”.

TURN THE FLAGSHIP ONE TURN TO SHOW ALL OF THE CHAIRS

Third Step:  Because you’re gonna buy a lift chair, I also want you to know that Golden Lift Chairs can fit everyone from 4 feet tall - up to 700 pounds, (*point to the jr. petite chair and then point to the 502 wide chair*) and every one n between“.  There is a style and a size to fit every person and every medical need.  We even have chairs to fit into the therapy process. These chairs, (*point to the Maxi-Comfort Line –* *chairs shown in the purple highlight*), actually become a medical device in your home

Last Step: Ask: “What kind of Medical conditions are you facing that make you want to get a Lift Chair today”?

***The reason to ask this question: Certain chairs help certain conditions better than others, and it is important to match the needs of the patient to the help from MaxiComfort Technology***

***MODEL / SIZE / FABRIC / COLOR***