**That’s the Best Part**

When someone objects to purchasing a Maxi-Comfort Chair, the objection used the most is that it costs too much. When a patient/customer says that the chair is too expensive, the best response is:

“No, that’s the best part”

After saying “That’s the best part”, it is vital to take the customer through the chair by using the Autodrive 3.0

Point to the “Up button” and say: You can get a chair with Lift Assist for as little as $599 and pay as much as $2,000.00 Point to the “Recline button and say: You can get a Recliner for $499.00 to $2,000.00. Point to the “Memory buttons and say: here you have a memory button chair which is about $1500. You also have a zero gravity chair (point to the ZG button), which is about $1,500.00 You have the most comfortable TV chair and you have a sleep chair, which in either case would be about $1000.00 each. Point to the bottom four buttons and say: Here, you have an infinite position chair which is a $2,000.00 chair and you have a Trendelenburg device which is a $1500 chair in itself.

The beauty of a Maxi-Comfort Chair is that you have between $8,000.00 and $15,000.00 worth of chairs all rolled into one for $$$ (whatever the price is). So, $$$ (say the price again), that’s the best part.