



Lift Chair Golden Sales Pointers 2021

Think about changing the presentation from Lift Chair to **Lifestyle Chair** or **Advanced Power Recliner**

Golden Technologies' success — and the satisfaction of our customers — has been built on our foundation of lift and recline chairs. With dozens of models to choose from, you will find the optimal combination of size, weight capacity, options, and accessories. Rest assured, every chair is assembled with attention to every detail and stands up to rigorous quality control. That is what makes Golden Technologies the leader in our industry — and the choice of people across the world.

Every Golden lift and recline chair:

- Hand crafted and custom built in our state-of-the-art facility in Pennsylvania.
- Backed by the industry's best warranty. Lifetime Frame and Scissor Mechanism on Most Chairs
- Provides the smoothest, quietest, and securest lifting system.

Sales Presentation:

Always Start the Customer in the Best Chair on the Sales Floor and work down, preferably **PR515, PR761, PR510**

“Because you’re going to invest in Golden Technologies, I want you to feel comfortable with how your new Lift Chair is made, and also show you why you should be buying a Golden Lift Chair”. Golden chairs are made in America, (*point to the “Made in America” logo*) by American workers; with the best American Warranty, they have the strongest frame in the industry; they’re made from “**Kiln Dried, Northern Maple Hardwood**” which means, you have the best chair frame and the best warranty, then ask: “**A lifetime warranty sounds pretty good, doesn’t it?**”

Because your customers will be ordering Golden Technologies Lift chairs, we want you to know we offer all different colors and styles of fabrics, so you can be sure that your new chairs will match your home decor, we also have the ability to add heat & massage and modify many features of our chairs.” Our goal is to offer a great assortment of basic, better and best chair selections so every customer walking into your location has the opportunity to purchase inventory from the floor or a custom-built lift chair for their unique needs.

MODEL/SIZE/FABRIC/COLOR

Choosing the **Model**: Numerous Back options to choose from. Biscuit Back, Split Back, Waterfall Back
Getting the right **Size**: Make sure the feet are flat on ground, head and neck support, Hips not touching sides.
Determine what **Fabric** Customer Prefers: Soft touch fabric, HP Fabric, Brisa Leather Fabric, Suede Fabric, Valor
Picking the right **Color** to match the customers home décor: Make sure to have the Fabric Swatch Ring to review

Always ask the right questions during Lift Chair Assessment: Preferable Ask Questions in PR515, PR761 or, PR510.

Is this chair for you or for a family member?

When do you need you lift chair or lifestyle chair?

Is incontinence an issue? (Discuss Waterproof and stain resistant Fabrics like Valor and HP Fabrics)

Do you have Arthritis? (Zero Gravity Position Take Pressure off Pressure Points for Rejuvenation)

Do you wear Diabetic Shoes, Compression Hose or do your legs hurt after a long day at work or standing on your feet? (Trendelenburg Position, Maxicomfort Exclusive feature, set back all the way down and feet all the way up)

Do you have sleep Apnea? (Maxicomfort Chairs go into the sleep position, 75% off all CPAP patients sleep in recliner at home.