



Giving the best furniture presentation should be the #1 goal of every salesperson. Romance terms, explaining finish steps and describing design detail are the best way to add value! *Talk about “what it does” not “what it is”*

#1 Romance Words

- Rich
- Warm
- Beautiful
- Sophisticated
- Spectacular
- Elegant
- Classic
- Detailed
- Intriguing
- Awesome
- Timeless
- Fantastic
- Smooth
- Inspired
- Wonderful
- Inviting
- Graceful
- Silky smooth

#2 Multi-Step Finish

- Beautiful Multi-step finish
- Layers of color create a beautiful, durable finish
- Glazing and protective sealers added for long life
- Brings out the beautiful grain patterns of the wood
- Light is reflected to give a warm glow
- Durability is built into the finish

Durable

Multi-Step

Finish

Protect

Seal

Glaze

Stain

Sand

#3 Design Details

- Beautiful shape of the dresser
- This bed has a very elegant design
- Smooth deep drawer interiors
- Felt & cedar lined drawers
- Different size drawers in dresser
- Drawer construction: Dovetails, roller glide, etc...
- Elegant hand inlay pattern on this piece ...
- One of my favorite things about this group is
- Our customers love this style ...
- Many customers have really liked this group ...
- This style is classic and will look good for years ...

