

Selling Motion

When consumers buy motion furniture, their priorities are different from when they buy stationary. Function and comfort typically overrule style & fashion. So your approach is actually very similar to selling a mattress set.



The Sales Process:

- Know Your Product /Be Prepared
- Greet The Consumer With a Non Furniture Topic.
- Establish Rapport.
- Tell Me About Your Room?
- Let Me Show You Our Most Popular Style
- **Sit In The Chair & Demonstrate**
 1. The Smooth & Quiet Rocking Action
 2. How Easy & Smooth It Is To Operate

One Finger Operation

3. Point Out How **Quiet** The Mechanism Is
4. With Hands Up, Use Your Body To Push The Chair Back To Full Recline / **“See How Easy”**
5. With Hands Up, Bring Chair Back to Upright, Lean Forward & Close **“See How Easy”**

With Customer Sitting in THEIR Recliner The Following Establishes VALUE

1. Wear Tested Fabrics **Compatible With Their Lifestyle**
2. Quality Low Melt Fiber Wrapped Cushions **Durable Cushions / Back Support**
3. Point Out The Elevated Mid Ottoman Or The Chaise Seat / **Better Leg Support**
4. Steel 4 Sided Seat Box Is Stronger & **Lasts Longer** Than Typical Wood Construction
5. Our Wider Base Stance / **Greater Stability**

See Ashley Direct Product Knowledge Module For A Demonstration Of This Sales Process

You're Not Done!

- Add On Motion Tables
- Let Me Show You A Great Way To Complete Your Room
- Show Lift Top, or Castered Tables to Add Function
- Better Rooms, Happier Customers, More Sales

Never Sell Motion Without Presenting Tables

POWER PROGRAM



Power Reclining is the peak of reclining technology and comfort. Ashley's new Power Reclining Program offers consumers more versatile reclining action and ease of use than traditional mechanisms.

Consumer Benefits

- **Quiet** Operation
- More **Versatile** Operation
- **Fast** Reclining Cycle
- **Smooth** Reclining Motion
- **No Hand Wand** to Fumble With
- **Simple** Operation at The Touch Of A Button

Warranties

1 Year Limited	3 Year Limited	5 Year Limited
<ul style="list-style-type: none"> • Leather • Fabric • Cushions 	<ul style="list-style-type: none"> • Sleeper Mechanism • Sleeper Mattress (Pro Rated) 	<ul style="list-style-type: none"> • Seat Springs • Recliner-Mechanism
Fading & Pilling are not covered		
<ul style="list-style-type: none"> • Electrical 		

All Wood Frames Are Limited Lifetime (Parts Only)

Labor is warranted for one year on covered defects



Ashley Motion Product Information Brochure

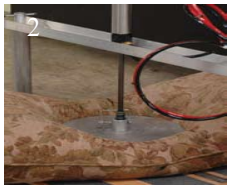


Motion Quality Testing

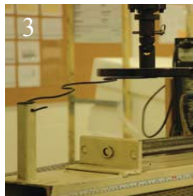
No one in the furniture industry tests as rigorously as Ashley. We have invested a great deal of resources into three state of the art **Test Labs** that measure all of our components to the strict standards that government & Ashley require. Here are just a few of the tests we use to insure your consumer gets the best possible product for the dollars they spend.

Fiber & Foam

1. Foam & Fiber Density



2. Fiber Resilience & Strength



3. Recliner Spring Tensile Strength

4. Seat Spring Firmness



All of these tests are designed to make sure that our components are consistent in performance. They also test the durability of each so that Ashley can constantly measure the performance of our suppliers and build our products to offer the best value in the market.

Frame

5. Bounce Test



6. Break & Bend Test



Like Fiber, Foam, & Springs, these tests ensure that all components consistently meet Ashley standards. wood parts and fabrics need to resist the stress and strain of everyday use.

Fabrics



7. Abrasion Tester



8. Seam Strength



9. Open Flame

Consumer Benefits

Features are Great! But consumers buy based on **Trust & Value**. It's up to you to establish trust, and to communicate the **Ashley Value** to the consumer. Sell our extensive testing, plus these great benefits to establish value.

Unitized Steel Mechanism

- Four sided steel seat construction **adds strength**, and **eliminates squeaks**
- Durable, self lubricating mechanism **requires no maintenance**

Engineered Wood Frames

- Corner blocked to **stay square and strong**
- Engineered woods **do not warp**
- Engineered frame has fewer joints - **adds strength & fewer squeaks**

Poly Foams & Fiber

- Low Melt Dacron Fiber **doesn't shift**
- Dacron Hollofil / **resilient & breathes**
- High quality Poly Foam tested for quality, **provides comfort & durability**

Easy To Operate

- Reclines with the **touch of a finger**
- Handle, Latch, or Inside release for **ease of use**
- **quiet** operation
- Mechanism allows **infinite recline positions**
- Wider base stance for **greater stability**
- Elevated Mid Ottoman or Chaise Pad provides **optimal leg support**