

To: Sarah
Sent: 10/8/2013 7:00:57 AM
Subject: Re: to address w/ courtney

I don't care what he told us we can't be saying their name. Unless someone asks
We is ambiguous enough

On Oct 7, 2013, at 7:39 PM, Sarah wrote:

craig told us to use american national
On 10/7/2013 5:26 PM, Mike Stewart | Personal Comfort Bed wrote:
she is still saying american national mfg

she and everyone else needs to be saying "**We are the manufacturer...**" never mention the name, this allows the
caller to hangup and do more research thus not purchasing from us.

when customers ask tell me the difference, she says we compare to sleep number it's similar technology...great BUT
she is forgetting the most valuable thing...

"Did you know that Sleep Number spends 40% of what you'd pay for their mattress on their TV advertising and
another 10% on their retail stores? That's why we can give such deep discounts and still offer a better quality
product."

I will let you correct her on this as I don't want to be negative nancy.

--

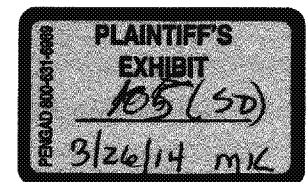
Sincerely,

Sarah Davis
Personal Comfort Bed

<personal-comfort-bed-logo.jpg>

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sarah@personalcomfortbed.com
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DIR0017943

From: Sarah
To: PCB Financing
Sent: 10/10/2013 1:25:02 PM
Subject: MUST READ: HONORING POLICIES GOING FORWARD

Team,

Now that we got through a little hump in the system and are back to full staff as well as coming into the holiday end of year, I am going to stand firm in the employment policies. This includes tardiness, closing call ratios, using the sales lead list, following up with customers whether it be hot leads, 10/30 day follow ups, RMA customers, etc. there will be accountability to all this.

Next year we expect to be closing \$500k a month....at a minimum. This means our t's be crossed and our i's be dotted to an extreme level. In our last 365 calendar days we sold \$2.7 MILLION in product. On a \$500K pace, we're looking at pulling in \$6 MILLION this year. And we'll do it, together!

So it is imperative that we stick to our internal working policies. Tardiness: you should be ready to accept any call that comes in the minute you are to be on the phone and available. If that means you must either arrive to the office 5-10 minutes early to get settled, then that is what will happen. From home, you must be logged onto your line no later than the minute you are scheduled as well. According to the handbook with signed agreements by everyone, there are consequences to each tardy up to and including termination. Not only that, but you could be losing commissions and sales from being tardy. That, over time can rack up.

Closing call ratio: The minimum closing call ratio per sales person is 35%. I will be monitoring this weekly and letting you know where you stand so adjustments can be made so your over all monthly will be at 35% or higher. Having a closing call ratio below 35% will also result in warnings according to the handbook as well as reduced hours or reduced peak shifts so stronger closers will be available during higher volume days/shifts.

Have no fear my pets, I am here to help with the call ratio dealypoo. By that i mean, i will be doing more training with you each individually regarding talking with our customers effectively and getting through any barriers they put up. Giving them a full easy to digest story and understanding of our company and how we can help them sleep better. As this is our overall goal.

Therefore: there are things that must be said during your calls. I know some people are short tempered or unwilling to listen. I understand that can happen, however, getting to the point that you can share with them a few things by telling them simply,

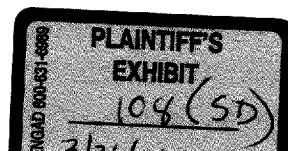
"Sure, let me share 2 ways we compare to Sleep Number." Then list how we have had a relationship with SN to the point where the felt our product was as good if not better than theirs and they paid us for 5 years not to manufacture mattresses.

secondly our products are made in an FDA registered factory where our medical mattresses are also produced. our home mattresses are backed with medical technology and all made in the USA. as we are factory direct our mattress prices are significantly lower than sleep number as 40% of the purchase of a sleep number mattress goes right to their overhead marketing expenses. this results in over \$1000's in savings depending upon the model.

virtually every incoming sales call can be closed. by this i mean, using the right information, listening to the customer's concerns you can uncover what they are trying to get out of the conversation. again, this is what i'm here for. i will be sending you recorded calls of my conversations so you can get first hand knowledge of how it's done. if you don't listen to them, they can't help you.

going forward, try not to mention AMERICAN NATIONAL unless necessary. why? we are factory direct. by saying an additional name, customers research and think they can get a better deal going directly to the warehouse, even though we are the warehouse, ANM does make money off our sales and therefore technically it's not 100% factory direct. even though hands change back and forth on who owns who and what. please say "We are the manufacturer

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DIR0018064

Sales leads spreadsheet: this is mandatory. it will be revamped over time and easier to use, however, it's INCREDIBLY helpful for seeing commissions, call ratios, productivity and helps when customers call when you're not working. not one of us can guarantee an interested customer that has had conversations with someone will call back when they say they will or even ask for you. so please, make this routine with your calls. as long as it's updated by the end of your shift if it gets busy, that's fine, but it NEEDS to be updated.

if a customer is told they will be getting a call back, they'd better be getting a call back. all sales missed and service missed calls must be called back. entering orders or updating order confirmations can wait, customers can not. they will call and call and call and make things take longer. take care of them first. i know some of the work that needs to be done for a customer frequently calling can be time consuming, but give them a timeline. "within the hour, within 4 hours, by the end of the day" so they have an expectation.

lastly, MONDAY oct 14th we will be having a meeting at 3:00. it is mandatory. I know Liz may not be able to make it here, i am meeting with her on my own time to cover the meeting things with her. same with jennn/annie.

Please reply to me that you have read this and you will be prepared for a meeting monday. it should take approximately 1 hour.

--

Sincerely,

Sarah Davis
Personal Comfort Bed

 Personal Comfort®
An Air Adjustable Number Bed

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DIR0018065

From: Mike Stewart | Personal Comfort Bed
To: Craig Miller
Sent: 6/18/2013 1:48:00 PM
Subject: Re: Tuesday's Words of Wisdom

Craig,

Will do thanks for the update.

Scott

On Jun 18, 2013, at 2:27 PM, Craig Miller wrote:

Thanks Scott.

Please see the corrections below in yellow. The sentence just before what I put in yellow is not correct. Please keep me in loop on these so I can be sure everything being said is completely accurate.

Thank you,
Craig

From: Mike Stewart | Personal Comfort Bed [mailto:mike@personalcomfortbed.com]
Sent: Tuesday, June 18, 2013 8:10 AM
To: Craig Miller Jr.
Subject: Fwd: Tuesday's Words of Wisdom

Keeping you in the loop....

Begin forwarded message:

From: Sarah <sarah@personalcomfortbed.com>
Subject: Tuesday's Words of Wisdom
Date: June 18, 2013 10:49:30 AM EDT
To: sales <sales@personalcomfortbed.com>

Team,
WOW! Things have been going so well. Everyone is making each phone call count and we all can see a difference! There has been a huge increase in customers calling back and placing their orders, I should know, I listen to the calls :) Our weekly sales volume is averaging over \$50k a week, the number of sales per week is right around 30 and this is quite the improvement over previous weeks/months. THANK YOU!
Here's just a few things to keep in mind when on calls with customers.

- we now offer the chilipad! This is our solution to sleeping hot or cold. This amazing mattress pad sized "topper" is temperature controlled by water, comes in every size (single or dual control on queen/king) and is offered at almost half the price of Sleep Number. (found under
 - please use this as a way to save a sale if a customer complains they're sleeping too hot
- when comparing our company to any other company, always speak positively about our competitors "Sleep Number is a great company, let me share with you a few ways we differ and can offer you a greater savings on your next mattress purchase"
- REMINDER: company history has a change from saying WE SOLD PATENTS TO SLEEP NUMBER to "We consulted with Sleep Number on designs for their line of beds in the 90's and in 2006 entered a 5 year non

compete with them" (This is per Craig) "Our manufacturing arm which is American National Mfg. Inc. had a design and non-compete agreement with Sleep Number for 5 years which ended in Jan. 1st 2012.

- Likewise, FDA registration refers to the factory/facility. This means where the mattresses are produced is inspected by the Government and approved as meeting their standards.
- Sleep Number is still offering their 48 month 0% financing option now. just be aware that they offer their same sale price for any of their financing options, however, their lowest sale prices are still higher than our financing pricing. BUT if you come across a situation where the sale prices are close please talk it over with a manager, whether it's to explain the benefit to the customer or if we can wiggle (VERY SLIGHTLY) on the price or add value added products.

Keep up the hard work! It's truly paying off!
Thanks all!!!!!!

--

Sincerely,

Sarah Davis
Personal Comfort Bed

<image001.jpg>

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