

### 1. Comfort Customization

Motion: Lets the user adjust recline, headrest, lumbar support, and sometimes even massage/heat for personalized comfort.

Stationary: Offers only one fixed sitting position.

Pitch line:

“With stationary, your body adapts to the chair. With motion, the chair adapts to your body.”

### 2. Health & Ergonomics

Motion: Reduces pressure on spine, improves circulation, supports different postures for reading, TV, or napping.

Stationary: Can cause stiffness after long periods because you can't change support angles.

Pitch line:

“Small position changes can prevent fatigue and soreness — that's built into motion furniture.”

### 3. Lifestyle Convenience

Motion: Often includes USB ports, cupholders, hidden storage, lift mechanisms for mobility, and wall-hugger designs for small spaces.

Stationary: Few functional extras beyond seating.

Pitch line:

“This isn't just seating — it's a comfort station.”

### 4. Future-Proofing

Motion: Adapts to changing needs — whether you're recovering from surgery, aging, or just want more relaxation options.

Stationary: Comfort level is fixed for its lifetime.

Pitch line:

“Your needs might change, and motion furniture can change with you.”

### 5. Value Per Hour of Use

Motion: Because it's more comfortable, customers use it more hours per day, making the cost-per-use much lower.

Stationary: Less likely to be the go-to relaxing spot.

Pitch line:

“If this becomes your favorite seat in the house, the value pays for itself quickly.”

### 6. Emotional Appeal

Motion: Creates a “home theater” or “spa at home” feel, turning ordinary time into a small luxury.

Stationary: More functional than indulgent.

Pitch line:

“Every evening becomes a little vacation.”

## WHY CHOOSE MOTION FURNITURE OVER STATIONARY?

COMFORT ADJUSTABILITY	STATIONARY FURNITURE
 Recline, headrest, lumbar, and sometimes massage/heat can be adjusted to your exact preference	 One fixed position — body must adapt to the chair
 Reduces back strain, improves circulation, supports multiple postures	 Can cause stiffness and fatigue over time
 US5 ports, cupholders, hidden storage, lift mechanisms, wall-hugger designs	 No integrated tech or functional add-ons
 Wall-hugger designs allow full recline close to the wall	 Needs more room to be comfortable in layout
 Adapts to changing needs, remains comfortable for years	 Comfort level stays the same, may feel outdated
 Becomes the favorite spot in the home — ideal for relaxation and entertainment	 More formal, less inviting for lounging
<b>SALES CLOSING LINE:</b> If you're going to spend hours relaxing every day, why not make that time as comfortable and supportive as possible?	

## MOTION FURNITURE FEATURE → BENEFIT CHEAT SHEET

FEATURE	CUSTOMER BENEFIT	WHEN TO USE
 <b>POWER RECLINE</b>	Smooth, effortless adjustment at the push of a button	For customers with mobility issues, arthritis, or who value convenience
 <b>DUAL MOTOR (BACK &amp; FOOT SEPARATE)</b>	Customize comfort independently for reading, TV, or napping	For mixed-use households or picky comfort seekers
 <b>ADJUSTABLE HEADREST</b>	Keeps neck aligned for TV viewing without straining	For binge-watchers, people with neck issues
 <b>ADJUSTABLE LUMBAR SUPPORT</b>	Relieves lower back pressure	For back pain sufferers, desk workers
 <b>USB CHARGING PORT</b>	Charge devices without leaving the seat	For tech users, gamers, younger buyers
 <b>LIFT MECHANISM</b>	Assists standing up safely	For seniors, post-surgery recovery
 <b>WALL-HUGGER DESIGN</b>	Reclines fully even when close to the wall	For small apartments or tight spaces
 <b>MEMORY SETTINGS</b>	Save your favorite seating position	For couples/families with different preferences
 <b>MASSAGE &amp; HEAT</b>	Eases sore muscles, improves circulation	For wellness-focused buyers, manual laborers
 <b>HIGH-DENSITY FOAM &amp; STEEL FRAME</b>	Durability and consistent comfort over years	For value-conscious or skeptical buyers
 <b>LEATHER UPHOLSTERY</b>	Luxury look, easy to clean	For style-focused, pet owners, or families



RSA Attendance Form

**NAME LOCATION  
DATE OF TRAINING  
MOEHLING, ERIC  
MOTION WHAT YOU  
LEARNED**

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**Motion Furniture Feature → Benefit Cheat Sheet**  
**Feature Customer Benefit When to Use**

**Power Recline** Smooth, effortless adjustment at the push of a button For customers with mobility issues, arthritis, or who value convenience

**Dual Motor** (Back & Foot Separate) Customize comfort independently for reading, TV, or napping For mixed-use households or picky comfort seekers

**Adjustable Headrest** Keeps neck aligned for TV viewing without straining For binge-watchers, people with neck issues

**Adjustable Lumbar Support** Relieves lower back pressure For back pain sufferers, desk workers

**USB Charging Port** Charge devices without leaving the seat For tech users, gamers, younger buyers

**Lift Mechanism** Assists standing up safely For seniors, post-surgery recovery

**Wall-Hugger Design** Reclines fully even when close to the wall For small apartments or tight spaces

**Massage & Heat** Eases sore muscles, improves circulation For wellness-focused buyers, manual laborers

**High-Density Foam & Steel Frame** Durability and consistent comfort over years For value-conscious or skeptical buyers

**Leather Upholstery** Luxury look, easy to clean For style-focused, pet owners, or families

**Performance Fabric** Stain-resistant, soft feel For families with kids or pets

**Sectional Motion Pieces** Customizable seating layout For large families or entertainment rooms

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**1. Understand the Product Inside Out**

Know the difference between manual vs. power motion (and the pros/cons of each).

Understand all mechanisms: reclining angles, headrest adjustments, lumbar support, massage/heat functions, USB charging, etc.

Be ready to explain construction quality: frame material, weight capacity, motor brand, warranty terms.

**2. Profile the Customer First**

Before touching the furniture:

Ask open-ended questions:

“Who will be using this most often?”

“Do you prefer reading, watching TV, or napping in your recliner?”

“Is comfort or style your main priority?”

“Do you have any back or mobility concerns?”

Listen for pain points: back discomfort, difficulty getting up, limited living space, family size, décor style.

**3. Demonstrate in a Guided Way**

Invite them to sit and try it — motion furniture sells best when customers feel the comfort.

Narrate as they use it:

“Notice how the headrest tilts forward so you can watch TV without straining your neck.”

“See how smoothly this reclines — that’s a dual-motor design.”

Don’t oversell immediately — let them relax for a few seconds so the comfort does the talking.

**4. Create Lifestyle Scenarios**

Paint a mental picture:

“Imagine watching a Sunday game with your feet up, phone charging right here.”

“This lift mechanism makes getting up easy without straining your knees.”

Tailor scenarios to their life (pets, kids, entertaining guests, home theater, small apartments).

**5. Overcome Common Objections**

Price → Emphasize durability, warranty, and how long it will last vs. a cheaper piece.

Size → Offer modular/multi-piece motion options.

Style → Show fabric/leather swatches, color options, and slimmer designs for modern spaces.

Power outage concerns → Mention battery backup or manual override.

**6. Use “Future Comfort” Closing**

Encourage them to think long-term:

“This isn’t just for now — it’s comfort and support for years.”

“Your back will thank you after a long day.”

Suggest bundles: matching recliners, coffee tables, extended warranties.

**7. After-Sale Leverage**

Encourage reviews and referrals.

Follow up with a “care tips” email — this builds trust for repeat purchases.

Motion Furniture Sales Script

**1. Greeting & Discovery**

You:

“Welcome! Are you looking for something specific today, or just getting ideas?”

(If they’re open to conversation, keep going with discovery questions.)

“Who will be using the furniture most?”

Do you watch TV, read, or nap in your chair/sofa more often?

Any back or mobility concerns we should keep in mind?”

Purpose: Get them talking about their needs so you can match features later.

**2. Transition to Product**

You:

“Based on what you’ve told me, I think you’ll love this piece — it has features made for [their need, e.g., watching TV comfortably without neck strain]. Let’s try it out.”

**3. Guided Demonstration**

You:

“Go ahead and have a seat.

Now, press this button here — see how the footrest rises smoothly? That’s the dual-motor design.”

“Notice how the headrest tilts forward — so you can watch TV without needing an extra pillow.”

(Pause. Let them relax and enjoy it for a moment.)

“You’ll also see a USB port right here, so you can charge your phone without getting up.”

**4. Lifestyle Painting**

You:

“Picture yourself on a Sunday afternoon, feet up, your favorite show on... and you don’t have to move to grab your phone or adjust for comfort.”

(If they mentioned back pain earlier)

“This lumbar support adjusts to your spine — great after a long day or if your back’s been bothering you.”

**5. Objection Handling**

If they mention price:

“I understand — comfort like this is an investment, but you’re buying something that lasts 10+ years and comes with a full warranty. Cheaper models often need replacing after a few years.”

If they mention size:

“We can do a sectional configuration that fits your space — and still keep the reclining comfort.”

**6. Trial Close**

You:

“This feels like it would be a perfect fit for your evenings, right?”

(If they agree or hesitate positively)

“We can get it in your preferred color and have it delivered by [date]. Would you like to go with leather or fabric?”

**7. Final Close**

You:

“Great choice — you’ll be enjoying this every day. Let’s set up the order so you can start relaxing sooner rather than later.”