



REVEAL CASE STUDY

SHERMAN'S

Customer experience that sets them apart.

Sherman's

Peoria, Normal, Peru & Peoria Heights,
Illinois, USA

"We talk about the REVEAL system in all our mattress sales advertising. We call it 'The 4-Minute Mattress Match' and use it to draw people into the store. Customers come in and specifically ask for the 4-Minute experience. It works."

Summary

Sherman's was founded as a side-hustle when a fiercely independent woman named Sharon Sherman decided to sell some clocks and gifts while her kids were in school. Jack and Sharon Sherman opened Sherman's in Peoria Heights, Illinois in 1976, opening with just 4 employees. Since then, Sherman's has grown to 4 stores, including one clearance center, and over 200 employees.

The Story

In order to help customers choose and buy a mattress more quickly and with confidence and stand out in the market in a unique and value-driven way, Sherman's had created their own mattress "comfort rating" system: Every bed in their inventory was measured with the same criteria and assigned a "comfort number" ranking mattresses from soft to firm.

Sherman's long understood the value of offering service that eases customer buying anxiety. Their Sherman comfort rating system was like an analog precursor to the REVEAL system.

Sherman's wanted to add customer value that would set them apart in a crowded market. They shopped around and when they encountered REVEAL through NMG, they knew this was the kind of marketing story they wanted to tell: "REVEAL was an awesome product that took our own comfort rating system to the next level and it definitely has helped us stand out locally" says Sherman's Furniture Buyer Manager, Tasha Scott.

The work culture at Sherman's that has come down from Jack himself and continues with his son Paul, is one of perpetual innovation and growth. The implementation of REVEAL and its leading-edge technology was a good philosophical fit with the leadership team.

The Challenge

Giving customers the confidence to select a mattress that's right for them, out of a sea of mattresses is tough. There can be a lack of trust when they're being asked to believe a salesperson they've just met.

The Solution

"The biggest thing is that customers have more confidence when choosing a mattress."

The REVEAL technology gives them something tangible to base their decision on and gives the staff more credibility in making recommendations," says Tasha. REVEAL makes making a major purchase like a mattress easy and supports customer trust: "They're assured the sales-person isn't just making up a suggestion – the results of their 4-Minute Match are visual and 'right there'."

From a sales point of view at Sherman's, REVEAL simplifies the process by providing an actual, three-dimensional customer experience, without guesses or gimmicks. **"Today, everyone uses the system with every mattress sale," says Tasha.**

The most consistent customer feedback? "Everybody thinks it's 'really cool!'"

By the Numbers

Stores: 3 stores with the REVEAL system in place and one clearance center. Approximately 40 beds across 2500 square feet in each store.

Close Rates: With the REVEAL system in place, even during these strange COVID times, from 2019-2020 mattress sales close rates are up 7%.

Return Rates: Because customers have more confidence and are happier with their buying experience and their purchase generally, though Sherman's don't have an exact number, the REVEAL system has reduced return rates substantially.

When a system like REVEAL helps move product, it's hard not to be enthusiastic. As Tasha says, "We've told all our suppliers about REVEAL. For example, 95% of our business is Tempur-Sealy, and they love the idea!"



See how Sherman's promote their 4-Minute Mattress Match:
https://shop.shermansnow.com/4minutematch_ip