



# **7 Insider Secrets Of Large Bed Stores**

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1. **The 5 Minute Decision** - You can't tell what the best mattress is for you by laying on it for only 5 minutes, you must SLEEP on it for a week or even better a month (they don't tell you this because they do not want to have to refund a bed, which is a high ticket bulky item involving extra transportation costs)

**ZEN BEDS OFFERS YOU A 365 DAY  
MONEY BACK GUARANTEE!**

2. **Salesman on commission** - this dramatically affects the information they may give you, as a higher ticket item will earn them a higher commission

**I AM THE OWNER OF ZEN BEDS, NOT A  
SALESMAN. I WANT TO MATCH YOU WITH  
THE PERFECT BED FOR YOU, NO MATTER  
THE COST**

3. **The Myth of 'Australian Made'** – a deceptive practice, most mattresses are 90% made overseas, only merely stitched up here in order to be able to be labelled as 'Australian Made'.

**MADE IN CHINA DOES NOT EQUATE TO POOR QUALITY THESE DAYS**

4. **The Fake 50% Off Sales** – the inflated prices that they knock down so you think that you are getting a bargain, when it was that price all along.

**ZEN BEDS ARE A GREAT PRICE ALL THE TIME WITH NO FAKE SALES**

5. **Pro-Rata Warranties** - This is where the warranty becomes a partial warranty after a period of time, usually five years.

**ZEN BEDS ALL COME WITH A FULL 15 YEAR WARRANTY!**

6. **Mattress Ticking** - Bed

Companies spend more money making a bed look nice and luxurious on the outer fabric, called the 'ticking', when it is truly what is on the inside of the mattress that counts.

**ZEN BEDS ARE QUALITY INSIDE AND OUT, WITH A FOCUS ON SUPERIOR QUALITY OF THE INSIDE MATERIALS**

## 7. **Labels Changed To Avoid**

**Comparison** - most mattress companies have different labels for very similar or even exact products so that shoppers can't compare mattresses by price and materials.

**A ZEN BED IS MORE THAN JUST  
ANOTHER LABEL, A ZEN BED TRULY  
MEANS SOMETHING SPECIAL - A ZEN  
BED IS A MASSIVE VALUE EXPERIENCE  
OF DEEPER, ABUNDANT QUALITY SLEEP!**