

# cor·ner·stone [kawr-ner-stohn]

noun

: something that is essential, indispensable, or basic;

: the chief foundation of which something is constructed or developed

*synonyms:* "essential", "foundation", "keystone", "key element"



## The Cornerstone Selling Program will be THE foundation of all your lift chair sales!

The Cornerstone Selling Program was designed to ensure the success of lift chair sales in a furniture store setting and will promote MORE sales!

### The Cornerstone Selling Center features:

- Sleek design to complement your UltraComfort lift chair collection display
- Engineered Sales Flow to help your sales team lead your customers to their ideal chair
- Easy-to-use display acts as a "silent sales person" on your showroom floor
- Highlights and explains our Made in America and high quality construction stories
- Large fabric samples to give customers the opportunity to touch, feel and envision these fabrics in their home
- Two brochure holders with complimentary brochures
- Interactive rulers on both sides of the display will allow customers to size themselves for an accurate chair fit
- Slider base construction allows the display to glide across your showroom floor with ease

## As a Cornerstone Retailer you will receive:

- Customized training for you and your team on the Cornerstone Selling Center and UltraComfort products
- Continuous updates of the latest and greatest UltraComfort collection launches
- Premier identification on our website via the retailer locator
- Advanced privileges on new products and designs for exclusive time periods
- Promotional programs designed specifically for Cornerstone Retailers to offer their customers
- Preferred customer service access
- Preferred technical service access

  
*Positioning you for life.*