

Beware Of Mattress Sales

With the prices of mattress soaring high, it is with no wonder why most people are flocking into stores that offer mattress sales. According to some reviews, some mattress dealers nowadays are pegging the prices of their highly premium mattresses almost on the same level that with the costs of cars, houses, and college tuition. Accordingly, a simple premium mattress can be sold with a price of at least \$1,000. Because of this, some stores find it an opportunity to put some of their mattresses in sale in order to attract herds of people into their stores and buy some of their mattresses.

Consumers, however, should be very careful before jumping into these mattress sales craze because no one can really tell if the "discounted price" is indeed worth the buy.

Be careful about buying mattresses from aggressive mattress dealers and sales persons. Most of these people are applying the high-pressure sales tactics to the point that buyers become harassed and are forced to buy their products. Consumers should be aware that these people are under pressure to sell mattresses - complying with the certain number of quotas to be sold. Mattress sales are the perfect time for these opportunistic mattress sales associates to reach their quota by persuading people to buy their discounted mattresses.

Also, people looking for mattresses are likely to buy immediately. And mattress dealers know about this because it is unlikely for people to go window shopping for mattresses since this is a very boring and unappealing area to window shop (unlike for clothes, shoes, cars, electronic gadgets, etc.) Because of this, mattress dealers will pave their way on the first sight of a prospective customer. Sensing that the customer did not buy the dealer's marketing strategies, a discounted price will then be offered, making the mattress somewhat more attractive.

What consumers have to keep in mind is the possibility that the initial price offered by the dealer is already higher than the original price which allowed for easy bargaining. Dealers just make it appear during the bargaining that they are lowering the price of the mattress so as to encourage more the buyers to purchase their products.

You need to be a wiser consumer if you are to avoid falling prey to mattress sales that are not worth the buy. You should know pretty well what the sales man is thinking and what he or she is trying to do just to have you buy their mattresses.

Another thing that consumers should be aware of during mattress sales is how these stores mislead the consumers by advertising mattresses in a lower price. However, when the consumer checks on the mattress, the store can already be out of stock with the said product; thus, a different mattress will be introduced to the consumer at a higher price.

With all those abovementioned scenarios, it is still wiser to have a questioning mind and to scrutinize well those mattresses that can be bought during periods of mattress sales before buying it. It is better to check its quality earlier than to be sorry about it later.

About the Author

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