

# The WOW Experience

Improving lives by individualizing sleep experiences



11 | 4 | 13 ISSUE 15

## Learn how your fellow teammates are bringing the Sleep Number® DNA to life!

- **Make a Connection.** Engage in conversation. Smile.
- **Build Confidence.** Be knowledgeable. Show Sleep Number® expertise.
- **Build a Relationship.** Exceed expectations. Stay involved. Maintain trust.
- **Change Someone's Life.** Solve a sleep problem. Relieve back pain. Save a marriage.

Congratulations to our most recent graduates of our Sleep Number® Learning Essentials pathways! These dedicated brand ambassadors completed their Training Paths and sales requirements to achieve well-deserved promotions.

Do you want to take your skills to the next level? Become a Sleep Professional or Sleep Expert! Talk to your Store Manager and/or Multi-Store Leader about the process. View the Training Paths in the Learning Center.

## District Manager Promotions



**name**

Jessica Klugman

**promotion date**

Sept. 29, 2013

**area**

Minnesota/Wisconsin

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### Our Vision

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### Our Values

Pride  
Passion  
Performance  
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Persistence

## Store Manager Promotions

name	store number/name	promotion date
Niloufar Ghobad	382-Westside Mall	July 28, 2013
Felicia L Holden	814-Nashville	July 28, 2013
Sean Lawrence	137-Capitola	July 28, 2013
Kenneth B Kristjanson	227-Southgate	Aug. 4, 2013
John Lominsky	102-North Cty Faire	Aug. 6, 2013
William Stephenson	803-College Station	Aug. 21, 2013
Melissa Izumi	762-Eugene	Aug. 25, 2013
Matthew R Musgrove	791-West Hills	Aug. 25, 2013
Dennis B Jr Trimble	155-Chesterfield	Aug. 25, 2013
Daphne S Cawley	594-Bolingbrook	Sept. 1, 2013
Damien Arboleda	499-Palisades Ctr	Sept. 8, 2013



## Sleep Expert Promotions

name	store number/name	promotion date
Henry Santisteban	207-Cherryvale	July 28, 2013
Brandy L Taylor	154-Southlake Mall	July 28, 2013
Donna D Allen	736-Pineville	Aug. 5, 2013
JoBenjy (Benjy) Taveras	636-Palms Crossing	Aug. 9, 2013
Katerah M Kohgadai	031-Arrowhead	Aug. 12, 2013
Christina N Molina	202-West Town	Aug. 28, 2013
Steven Hoffman	735-Watchung	Sept. 13, 2013
Charles Robert West Jr.	490-Quail Springs	Sept. 23, 2013

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Meet

# Jill Madison

Event Sponsorship and  
Marketing Specialist  
Home Office  
Plymouth, Minn.

**Sleep Number® Setting: 45**

**Supporting sales events, like State Fairs and Home Shows, Jill's behind-the-scenes role is to tell the Sleep Number® story to create brand awareness which drives traffic, grows leads and ultimately, improves more lives.**

### **How do you want to shape the Sleep Number® story?**

With our innovations and high quality construction, Sleep Number® is a premium brand. I have a personal goal to improve brand awareness so we can be represented in a premium way. I'm always looking for new sponsorships so we can meet people at their passion points and get in front of them in unexpected places.

### **Tell us about working with the Select Force.**

Our Sleep Professionals really know our customers. They have great ideas. I like to look to them to help us find the places where our customers are.

### **Where did you work before coming to Sleep Number®?**

I worked in event marketing for Polaris. Our consumer Sara is quite different than a typical motorcycle consumer!

### **What do you do in your free time?**

My world evolves around people - my family and friends are my priority. I love to host! I'm also a eclectic collector of music. I never know what my next iPod mix will sound like.

I also love to collect quotes. One of my favorites is, "Some people live in a bitter, angry, hate-filled world. Some people live in a friendly, caring, love-filled world. Same world..." – Jose N. Harris



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Meet

# Linda Younger

Sleep Professional

Inbound/Outbound Team

Customer Sales Center

Plymouth, Minn.

**Sleep Number® Setting: 50**

**A first-time President's Circle winner, Linda's warmth and unwavering focus on the customer awarded her top place in the Customer Sales Center.**

### What is unique about your sales role?

Over the phone, customers don't have the ability to touch and feel the bed, so we really do a lot of Discovery to uncover their sleep needs. We have to paint that picture over the phone.

### What do you love the most about talking with customers?

What I like about being on the phone is that I'm focusing on just that one person. I sometimes think, how do those Sales Professionals in stores manage so many customers?

It always makes me happy to help people pick out that bed and get treated to a better night's sleep.

### Tell us about a time you remember helping a customer.

The daughter of an elderly woman called me to learn more about our beds and we discussed some options for her mother. Ultimately, she decided they both needed to visit a store. Not longer after our phone call, the daughter called me back. While she was at the store talking with the Sleep Professional, her mother fell asleep on the bed! We had made such a connection on that initial call. I was touched that she called back to tell me about her experience.

### What do you like to do in your spare time?

Now that my daughter and son are grown, I spend a lot of time reading. In the winter, there's nothing like curling up in front of the fire and reading a good book.



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Meet  
**Sam Fosmoen**  
Sleep Expert,  
Genesee Valley (189)

**Sleep Number Setting: 30**

**What inspired you to work at Sleep Number?**

When my wife was pregnant with our first daughter, I spent five months on the couch so we could both get rest. Then we bought a bed at Sleep Number and were hooked. Some months later when I saw an ad posted, I just knew I could work here. The product sells itself.

**Tell us a special story about a customer.**

A young girl, about seven or eight, came into our store. She played with the Legos while her parents told me they were in to shop for her. She had been through so much — several spinal surgeries and back pain. But you'd never know it because she was so happy to get her new p5 with an adjustable base. To see a little girl so excited about a bed — that's pretty special.

**What motivates you at work?**

Getting customers the full package. I work in Flint, Mich. where people know each other pretty well. When one person sees another customer buying all the extras, it perks their interest and they want to get what their friends are getting.

**Do you have a hobby you are passionate about?** I'm really into art. I love to draw and sketch. I do what is called a stipple style — it's pen dots that create a picture. I've even won some art competitions. My favorite is one I did of my pet Boxer.

**What do you do in your free time?**

Work on my house. We have another baby girl due in April, so there's lots of work to be done at home!

**Sam joined Sleep Number in August 2011**



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## Net Promoter Score - Top Performers

Celebrate these top performing stores who created WOW Experiences for their customers. They demonstrated a three-month average Net Promoter Purchase Score of 91 or higher.



### Net Promoter Scores of 100

#### Store Number/Name

726-Arbor Place	619-Harford Mall	799-Northshore Mall
729-Buckhead	833-Hattiesburg	618-Northwoods Mall
488-Coastal Grand	138-Laurel Park Place	665-Redwood City
570-Westfield Connecticut Post	223-Mall of Louisiana	517-South Hills Village
713-Dallas - Park Lane	144-Meridian Mall	756-Troy
455-Deer Park Town Center	799-Northshore Mall	293-Twelve Oaks Mall

### Net Promoter Scores from 91-99

#### Store Name

Algonquin Commons	Mission Viejo Mall	The Avenue Webb Gin
Arden Fair Mall - CA	Norman-University Town Center	The Meadows at Lake Saint Louis
Arundel Mills	Parkway Place	The Parks at Arlington
Avenue Peachtree City	Pavilion at Buckland Hills Store	The Shoppes at Wyomissing
Cerritos	Pittsburgh Mills - PA	The Shops at Wiregrass
Concord Mills	Promenade Mall	Town Center at Boca Raton
Fredericksburg-Central Park	Richmond Heights	Town East Mall Store
Grand Traverse Mall	Riverchase Galleria	Tucson-Oracle Wetmore
Greenwood Corner- IN	Rockaway Town Square	Westfield Capital Mall
Gulf View Square	Shops at Fallen Timbers	Westfield Culver City- CA
Hamilton Town Center	Simi Valley Town Center	Westgate Mall - TX
Kitsap Mall	St Johns Town Center	Wolf Ranch
Meadowood Mall	Stonebriar Centre	Woodbridge
Meadows Mall	Sunset Plaza	

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## Hearing from Our Insiders

We send thousands of survey invitations every day to ask for customer feedback as part of the Net Promoter System. Those surveys are individualized for the type of interaction the customer had as part of their Sleep Number® experience.

Our ownership survey shares real time quotes from customers 60 days after they purchase a bed or Bedding Collection item.

Living our mission feels extra special when we hear how our customers love their Sleep Number® products.



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### North East Jill Johnson

#### Exton Square Mall (392)

I was very impressed with Jill Johnson's knowledge of the product, her helpfulness and her explanations of the Sleep Number mattresses we ultimately purchased. Jill was excellent.

-Bob Tezla (Performance bed purchases in Queen and Twin XL)

### North West Daphne Cawley

#### Promenade Bolingbrook (594)

The sales rep Daphne was unbelievable. She was polite, considerate and never pressured. We visited the store three times prior to making the purchase. Completely and totally related to Daphne. She was a pleasure to work with.

-Michael Helwig (m7 and a FlexFit Plus)

### South West Taylor Humphry

#### Victoria Gardens (583)

All the staff was very informative and took the time for us to understand exactly which bed was good for us and why. I think anyone who wants better sleep needs to be informed before making a purchase on what is best for them. Taylor took the time to do this. Very professional and not rushed. We bought the bed we were going to just browse at because he really sold us on it.

-Steve Reyna (p5 with FlexFit Plus and Pima sheets)



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## Customer Experience Survey

The customer experience is something the Select Force lives and breathes everyday. Building a relationship is part of our DNA...we know that every interaction with customers is essential to our vision to become the world's most beloved brand by delivering an Unparalleled Sleep Experience.

### South West Jamie Bartz & Michael Adray Park Lane (713)

Jaime and Michael were excellent hosts...there was genuine courtesy shown toward myself and my friend. They went above and beyond extending exemplary customer service. It is a rare find these days.

-Audrey Frasure

### North East Anju Singh Woodbridge (823)

Anju Singh was very knowledgeable and her customer service skills were outstanding. She explained very clearly to me what a Sleep Number is and why. She also give me a lot of options. It was certainly a pleasure to have encountered Anju today at Sleep Number.

-Efrain Hernandez

### North West Daniel Miller Coral Ridge Mall (255)

I'll recommend Sleep Number because I'm sure when our bed is delivered we will like it. If our bed is as wonderful as everything else was in our experience, we will love it! Dan is a terrific representative of your company!

-Karen Boileau

### South East Dasy Rodriguez Pinecrest (752)

Give Dasy a pat on the back for being such a nice and informed salesperson. I have a bad back and as soon as I positioned myself on the bed, and the bed was adjusted to my Sleep Number, my pain went away. You have a great product. Just keep doing what your doing and the bed will sell itself.

-Buddy Meazaros

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## Sleep Number® is Growing

### Store innovation in August and September of 2013

Growing our brand through new stores, repositions, relocations and brand refreshes helps us achieve one of our key goals — **that Sleep Number® will be easy to find and customers will interact with us when and how they want.**

Growing Sleep Number® includes tapping into our most valuable resource — you! Thanks to all our game-changers — both new store teams and those who continued to improve lives during store transitions and construction periods.

## New Store Openings



### St. Joseph (767)

Saint Joseph, MO

Opened: Aug. 2, 2013

RVP: Julie Rude

DM: Wes Leuck

SM: Todd Massaglia

Sales Associates: Jessica

Walker and Stacey Sepulveda



### Santee-Trolley Square (856)

Santee, CA

Opened: Aug. 9, 2013

RVP: Keith Metting

DM: Randy Adams

SM: Robin Kennedy

Sales Associates: Julie

Haffenden and Justin

Arguilez

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