

# HUMAN TOUCH NOVO XT2 | PRODUCT SELLING GUIDE

## PREPARE

Product knowledge is key to helping the customer make an informed decision about their purchase. By learning the key features and benefits of a product, we can explain why the product meets the customer's unique needs.

## BRAND/PRODUCT STORY

Human Touch is the leading supplier of high-quality, innovative lifestyle products, massage chairs, and experiences that deliver indispensable, life-changing benefits to an ever-growing number of consumers. We have been helping people feel better for more than 35 years by developing state-of-the-art massage products containing patented massage systems that replicate techniques used by massage professionals, thereby helping to reduce muscle tension and pain caused by today's hectic lifestyle so people can do what they do – better.

## KEY PRODUCT TECHNOLOGY – HUMAN TOUCH NOVO XT2 MASSAGE CHAIR

This selling guide will help you understand (*Human Touch*) key shared features and benefits for their (*Novo XT2*).

Featuring Premium Sound by:



## UNIQUE & NOTABLE FEATURES

### L-TRACK UNIBODY DESIGN

The L-Track Unibody design covers up to 60% more of the back than conventional massage chairs, extending high performance coverage from your neck and shoulders all the way down to your glutes.

**How this benefits the customer:** All over back massage

### FLEX 3D MASSAGE TECHNOLOGY

Expertly mimicking the hands of a world-class masseuse, Novo XT2 massage technology extends into muscles for a therapeutic, fully enveloping, intense massage. With five intensity settings, you can customize just the right massage pressure to your liking.

**How this benefits the customer:** Mimics techniques used by a masseuse

### SPACE SAVING DESIGN

The Novo XT2 requires only 2" of wall clearance in order to pivot seamlessly from the upright to reclined position.

**How this benefits the customer:** Place anywhere in the room



L-TRACK



ZERO-GRAVITY



FULL-BODY STRETCH



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## TOP DOWN COMPARISON

It's important to show our customers what's possible for a great experience. The following chart shows at a glance the features lost as you move from the flagship model down to the entry-level model. It should be used to facilitate demonstrations of good, better, and best.

FEATURES	NOVO XT2 \$8,499	ZERO G 5.0 \$2,999	ZERO G 3.0 \$2,299	WHOLE BODY 7.1 \$1,799
L-TRACK UNIBODY DESIGN	X			
FLEX 3D MASSAGE TECHNOLOGY	X	X	X	X
ZERO-GRAVITY	X	X	X	
LUMBAR HEAT	X	X		X
FULL BODY STRETCH	X			
BUILT-IN ALTEC LANSING BLUETOOTH SPEAKERS	X			
BUILT-IN FOOT & CALF MASSAGER	X	X	X	X (*calf only)
LCD REMOTE + APP CONTROLLABILITY	X			
BUILT-IN SOUNDSOOTHER™	X			



## SELL

With the help of Best Buy Selling Skills, you can easily tailor your recommendation to best fit a customer's needs, wants, and desires and provide a complete solution.

## UNDERSTAND

In order to recommend the perfect solution and "Sell More" and "Sell Better", you need to ask questions to understand your customer's unique needs, wants, and desires. Listen for triggers that can allow you to speak to the features and benefits of a product and help you make a recommendation.

## Discovery Questions for (insert product):

CONSIDERATIONS	QUESTION	LISTEN FOR	FEATURE TIE-IN
1. <b>Recovery:</b> Customer is trying to speed recovery from workout or overexertion.	1. Do you find yourself with sore muscles after being at the gym or doing yard work?	1. I regularly work out and am looking for something to relieve sore muscles and help me recover faster.	1. Flex 3D Massage Technology, L-Track Design, Full Body Stretch
2. <b>Rehabilitation:</b> Customer is experiencing body aches and pains.	2. Do you experience any body aches and pains?	2. I experience body aches and pains.	2. Flex 3D Massage Technology, L-Track Design, Lumbar Heat
3. <b>Restoration:</b> Customer is looking to destress and correct daily strains to improve overall health.	3. Do you have stress in your life?	3. I have stress.	3. Flex 3D Massage Technology, L-Track Design, Zero Gravity
4. <b>Rejuvenation:</b> Customer is looking to get better sleep leading to mental clarity.	4. Are you having trouble sleeping?	4. I have troubles sleeping at night.	4. Flex 3D Massage Technology, L-Track Design

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## DEMONSTRATE

Demonstrate the features, actions, and benefits of the product that align with the customer's needs identified through asking questions. Be sure to connect the benefits back to the customer's everyday life and paint a picture of how technology can enhance their experience.

Below are some examples SAYS/DOs when the customer is interested in:

**SAY:** Human Touch is the leading supplier of massage chairs in North America.

**DO:** Show them the breadth of the line on Bestbuy.com

## SELL BETTER

Recommend the full solution to complete your customer's purchase. Ensure that they have everything they need in order to enjoy the experience they are expecting.

SOLUTION	BENEFIT
<i>Extended Warranty</i>	<i>SAY: This will ensure optimum performance of your chair for a full 5 years.</i>
<i>Home Delivery</i>	<i>SAY: This will be delivered to your home.</i>