Helping People is No. 1 at Mattress USA

A visit to Mattress USA’s Facebook page turns up rows of five-star reviews, behind-the-scenes videos and an image of a hand-written poem, thanking Mattress USA for saving the day. For owners Dan and Ronda Corley, the social media page provides a glimpse of the way they run their showroom: a friendly, relaxed and comfortable atmosphere where sales associates strive to help people, not hover.

Since 2011, the Corleys have owned Mattress USA in Dothan, Ala., located in the southeast corner of the state. Within one year of ownership and spending a lot of money on the development of three websites, the Corleys turned to Retailer Web Services (RWS) to build their online presence and haven’t looked back. According to Dan, a WebFronts® Level 4 early adopter through Nationwide Marketing Group (then, MEGA Group USA), “Within the first five years with RWS, they helped our business nearly double in sales volume. We cannot praise them enough.”

Here, Dan and Andrew Bath, store manager and part owner (and the Corley’s son-in-law), talk about the Mattress USA difference, their latest store and how digital has contributed to their success.
Q: What made you get into the mattress business?

Dan Corley (DC): Before Ronda and I bought the store, I managed it and prior to that, worked there part time. I needed the income, and saw it as honorable honest work—you’re helping people, which I enjoy. It’s more than just selling a commodity to us. Our sales associates are not commission-based. We build lifetime relationships with customers to benefit their health and wellness. It’s so rewarding to help people in their well-being.

Q: Your online reviews are stellar. People say you help ease their pain. How have you acquired this knowledge that’s clearly a market differentiator?

DC: We are honored to have such good reviews. When most people come to us, they’re hurting. We work with professionals in our area—physical therapists, chiropractors, sleep doctors—learning about spinal alignment and the right pillows, depending on your sleep position. We focus on comfort and support so you wake up and don’t hurt.

Q: How does Mattress USA give back to the community?

DC: We go above and beyond with our appreciation of the military and first responders. For years, we’ve donated new mattresses to the fire stations. We offer military discounts, special concessions and free delivery to Fort Rucker military base, which is about 30 minutes from us.

Q: What precipitated opening a second store in Dothan?

DC: Luckily with RWS’ excellent website, people have been finding us—we’ve had sales gains every year and continue to grow. They tell us, ‘You have the best website!’ But when people called us because of our (online) reviews and commercials, they asked if our store was ‘where the others are located.’ It wasn’t. We needed to be in Dothan’s retail area. With 10,000-plus square feet (9,000 of which is showroom space), we have twice as much space as others in the area and double the size of our flagship location, which will remain open.

Q: With 10 employees, what does leadership mean to you? How do you engage and motivate them?

Andrew Bath (AB): Because our sales associates are not commission-based, we have eliminated the car lot-style competition between them and created a relaxed comfortable atmosphere. We invest in our employees, and they are higher paid. We’re not looking for people who are overly aggressive—and our employees appreciate that—we’re looking for people who want to help someone. Our main goal is to treat others the way we want to be treated and to lead by example.

Q: What has your business gained by going digital?

AB: WebFronts Level 4 ease of use with support from Jennie herself (Jennie Gilbert, RWS COO) and RWS staff. It has freed up my time with automatic updates and promotions. It streamlines social media platforms with the website, which has a cleaner look thanks to RWS designers. It’s a good online presence that is mobile friendly. Our brand is uniform across all platforms. RWS has connected all the dots for us—and has connected us to major brands.

ANDREW BATH

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