ASHLEY LUXE

BRACKEN

TRAINING GUIDE

Purpose

The purpose of this guide is to equip Salespeople with the confidence, language, and behaviors needed to sell the **Bracken** Collection as a refined, whole-home solution within the Ashley Luxe portfolio. Bracken is designed to deliver cohesion without being "matchy," allowing Guests to select a personalized look across rooms while maintaining architectural consistency and elevated construction.

By mastering Bracken, Salespeople will elevate the Guest Experience, confidently sell across multiple categories (bedroom, dining, occasional), drive whole-room solutions, and position Luxe as timeless, intentional, and investment-worthy.

Learning Objectives

After completing this guide, Salespeople will be able to:

- Communicate Bracken's **architectural design** with confidence
- Position Bracken as a **whole-home solution that feels personalized**, not coordinated
- Explain the value of **multiple finish and bed options** in supporting Guest lifestyle and design preferences
- **Use storytelling** to elevate Bracken as heritage-inspired luxury
- Identify **natural opportunities to complete the room** through coordinated categories and finishes
- Highlight **key product knowledge details** about Bracken

How to Use This Guide

To maintain both consistency and authenticity in how our story is told:

When scripts include bolded points:

• Variation in delivery is encouraged to match each Salesperson's style.
• The **bolded** language highlights key phrases, benefits, or transitions that shape the Guest Experience.
• These elements are provided as recommended anchors to help preserve the intent and consistency of the message across AGR and our licensee partners.

Luxe Unlock

The **Luxe Unlock** is designed to immediately capture the Guest's attention by addressing a common frustration and positioning the product as the solution. Once the Guest is unlocked, Salespeople can seamlessly transition into the Powerful Demonstration elements that follow.

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Luxe Unlock: Bracken

*"**Designing an entire home can feel overwhelming** — Guests want **everything to work together**, but they **don't want it to feel predictable** or overly matched.*

(pause)

***That's exactly what Bracken solves**.*

***Bracken is designed as a whole-home collection** that comes together beautifully, while still giving you the **freedom to personalize** your look**. You can mix distinctive pieces** that share the same intention, materials, and design DNA — but still feel personal, layered, and intentional. **It's cohesion without compromise**."*

Style, Value & Purpose

This section equips Salespeople with language to help Guests understand *why Luxe feels different* — not through comparison, but through how Style, Value, and Purpose work together.

Guests often fall in love with design styles they see online or in high-end retailers — but those looks frequently come with higher price points, long wait times, and limited flexibility.

Ashley Luxe is intentionally designed to bridge that gap.

STYLE – What She Falls in Love With

How to communicate it:

- "This look is **intentionally designed** to feel elevated and collected — the kind of style you **usually admire from afar**, but **here you get to live in it**."

VALUE – What Makes It Possible

How to communicate it:

- "Pieces with this **design language** are often found in **stores with much higher price** points. **Here, the same style** is paired with a value that feels **realistic and attainable**."

PURPOSE – Why It Matters in Her Life

How to communicate it:

- "This room **isn't just about how it looks** — it's about creating a **space that fits your life**, the way you live today, and the **moments you care about most**.
    - *(If applicable)* "Choosing Ashley means your purchase has a purpose beyond your home — it helps support initiatives that give back to children and families."

Provide a Powerful Demonstration

This section provides key talking points and phrasing that Salespeople can use to guide elevated, design-led conversations with Guests about the Bracken Collection. These elements support confident, consistent

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storytelling while allowing each Salesperson to personalize the experience based on the Guest's lifestyle, space, and comfort preferences.

Right to Win: *Why Choose Bracken*

French Oak Finish

What to Do: Invite the Guest to touch the wood surface. Trace the grain with your hand.

Say: *"Bracken is **constructed with a thick rustic oak veneer, designed with a French Oak finish, creating rich grain and natural variation**. You'll notice warmth, depth, and character — this brings a **sense of heritage and refinement** into the home."*

- ***Benefit of the Difference: "**Other stores often **reserve this level of design for higher price points**. We use a French oak finish **allowing us to offer that same upscale** aesthetic **without the added cost**."*

Purpose: Highlights material superiority and increases perceived value, supporting full-set and whole-home purchases.

Architectural Silhouette

What to Do: Step back with the Guest to view the piece from multiple angles.

Say: *"Bracken's **design is architectural** — clean lines, bold proportions, and **sculpted details that make each piece feel intentional,** not decorative."*

- ***Benefit of the Difference: "**You'll see similar looks at other retails but the bed costs more than oura entire set**. We sell ours at a fraction of the cost because we use rich, thick veneers to give you that designer feel — at a price you will be proud of."***

Purpose: Positions Bracken as a statement collection, not just furniture, and encourage multi-piece room planning.

Drawer Construction

What to Do: Invite the Guest to open and close a drawer. Have them feel the glide, the weight, and the interior finish. Don't be afraid to pull out the drawer and hand it to the guest with drawer pull facing toward them.

What to Say:

*"**Go ahead and open that drawer** — feel how **smooth and substantial** it is. Bracken uses **English dovetail drawer construction with undermount soft-close glides**. That means the drawers are built to last, not just look good. You'll also notice the **fully finished interiors and cedar-lined lower drawers on the dresser and chest** — details you usually only see at high-end retailers."*

Purpose

- Demonstrates quality you can feel, not just see
- Reinforces Bracken as a long-term investment, not a trend piece

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- Builds confidence to complete the room and invest in higher-ticket items

Storytelling: *Romance Language that Evokes Emotion*

Storytelling is the bridge between connection and confidence. It transforms product knowledge into meaning by aligning every conversation with what matters most to the Guest.

Salespeople should use storytelling components that directly reflect the Guest's life, priorities, and emotional drivers — not a memorized script. The goal is to connect the design, comfort, and features of a space to the moments the Guest is imagining at home.

When storytelling is aligned to genuine Guest connection, the experience feels personal, intentional, and memorable — and Luxe becomes more than furniture.

How to Say It to Guests:

- *"Bracken brings the **beauty of French Oak finishes** into your home — warm and naturally elevated. So **even if your style changes**, the **Bracken beautifully evolves with its natural layers to meet you exactly where you're at**. This is something you might see at other stores, but because we've designed it with thick veneers, we give you a premium look, without the premium price tag."*

Add On & Upsell: *Complete the Look*

In Luxe, add-ons are not extras — they are how the room becomes complete.

Every vignette is intentionally built so the Guest can purchase the entire space, from the rug beneath their feet to the chandelier overhead. These elements are designed to work together in scale, texture, and tone so the room feels finished the moment it enters their home.

How to Say It to Guests:

- *"Bracken really shines when the **room follows the same architectural story** — that's why many Guests **choose to complete the space** with coordinating dining or occasional pieces."*
- *"**Our designers** also paired Bracken with art, lighting, and natural textures to balance the strong lines and add warmth."*

Key Callout: Bracken supports whole-home selling by design — every add-on feels intentional, not extra.

Additional Product Knowledge Details

This section provides deeper product details to strengthen a Salesperson's confidence and support elevated conversations with Guests. While not all details need to be shared verbatim on the sales floor, understanding the intentional construction behind Bracken allows Salespeople to answer questions with clarity and credibility.

Materials & Construction

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- Made with **hardwood solids, thick rustic oak veneer, cedar veneer, and MDF substrate**
- Metal pulls feature an **aged bronze-tone finish** for heritage character
- **The rustic oak veneer with a French Oak finish** shows off its fine grain and soft, golden hues. Its beauty lies in its **natural imperfections** and understated elegance, bringing warmth, character, and a sense of heritage to furniture that feels both classic and current. **Explain this to every Guest.**
- **Marble** is timeless elegance carved from the earth. With its unique veining and cool, polished surface, it brings a sense of artistry and refinement to any design. **Each slab tells its own story, blending natural beauty with enduring strength for a look that is both sophisticated and lasting. No two pieces with this top are the same. Explain this to every Guest.**

Storage & Functionality

- **English dovetail drawer construction**, a Luxe standard
- **Undermount drawer glides** with soft-close function
- **Fully finished drawer interiors**
- Lower drawers of the dresser and chest include **cedar veneer bottoms**
- Includes **removable jewelry tray and small accessory valet**

Design Intent

- **Layered materials and mixed finishes** create depth and character
- Designed to support a **cohesive, whole-room look** without feeling overly coordinated
- Balances **materials with warmth and texture** for long-term versatility

Dining Chair Construction & Comfort

- Chairs feature **foam-cushioned seats** designed for extended comfort
- **A webbed support deck** beneath the seat distributes weight evenly, reducing pressure points

Options & Versatility

- **Canopy Bed:** Dramatic 7’4” height for architectural presence
- **Panel Bed:** Wood and upholstered design with a bench-style footboard for comfort and scale
- **Dining and occasional pieces feature two distinctly different finishing options:**
    - **Warm French Oak finish** (signature Bracken look)
    - **Black French Oak finish** accented with **marble top** for contrast and sophistication

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Design Comparison

This section equips Salespeople with elevated, design-forward language to confidently position Ashley Luxe alongside other premium home brands a Guest may be considering. Rather than focusing on price or competition, Design Comparison emphasizes **aesthetic alignment, comfort, and lifestyle fit**.

The goal is not to "sell against" another brand, but to **validate the Guest's taste**, reinforce credibility, and highlight where Luxe delivers equal—or greater—value through thoughtful design, customization, and whole-room solutions.

Design Comparison should be used **only when relevant**, typically when a Guest references another retailer or expresses interest in a similar style elsewhere. When used well, it builds trust, lowers resistance, and helps the Guest feel confident choosing Luxe.

Design Comparison focuses on:

- Overall design aesthetic and silhouette
- The ability to intentionally design a personalized space that feels elevated, not mass-produced

Key Principle:
Design Comparison is about **confidence and clarity**, never criticism. Luxe stands on its own — comparison simply helps the Guest see it.

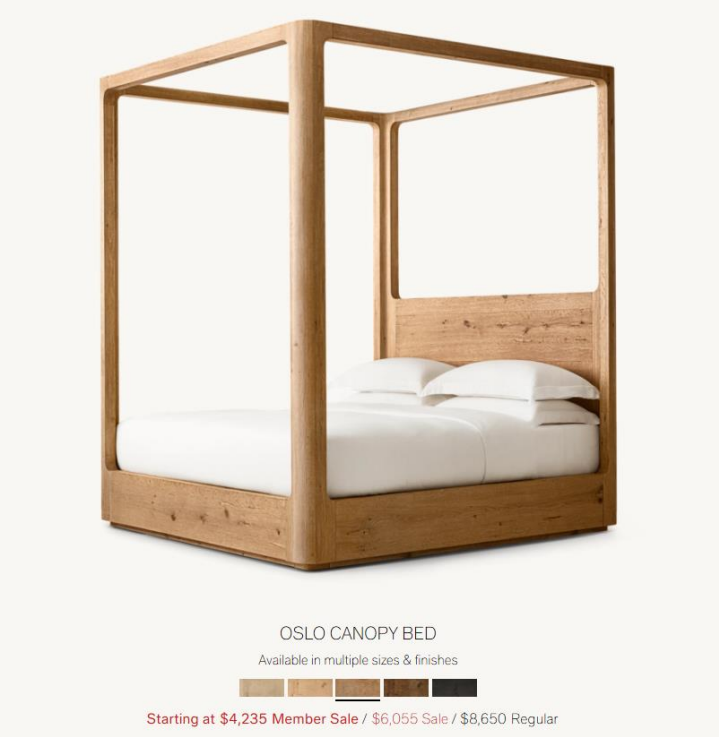
Similar Looks

- Oslo Collection

Why it aligns:

- Architectural whole-home collection
- Clean-lined silhouettes with strong wood presence
- Modern heritage aesthetic that feels substantial and structured

How Bracken wins:
Bracken delivers the same architectural, whole-home impact as Oslo, but with more warmth, layered finishes, and flexibility. With two distinct bed styles, dual finish stories, and premium drawer construction across the collection, Bracken feels personal and easier to build into a complete home — not just a statement piece.



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Signature Luxe Phrasing

This section provides intentional language that elevates how we speak about our Luxe products. Use these thoughtfully selected words and phrases to communicate sophistication, quality, and the exceptional experience the Bracken collection delivers.

Design & Aesthetic

- Architectural silhouette
- Cohesion without being matchy
- Selected, not coordinated
- Layered and intentional
- Statement pieces
- Clean lines and sculpted details

Materials & Finishes

- Thick Rustic oak veneer
- French Oak finish
- Rich grain and natural variation
- Warmth, depth, and character
- Materials inspired by nature that age beautifully
- Details you can see and feel

Quality & Construction

- Substantial weight and smooth glide
- English dovetail drawer construction
- Fully finished interiors, inside and out

Lifestyle & Emotional Language

- Classic, not trend-driven
- Furniture designed to outlast trends
- Grounded and refined
- Effortlessly elevated
- A sense of heritage in a modern home

Set Up Scrimmage & Team Practice

- **Pre-Scrimmage Preparation:**
  - Display the Bracken Selling Sheet
  - Warm-up question: “What problem does Bracken solve vs. typical collections?”
- **Participant Preparation:**
  - Review the Luxe Unlock and Powerful Demonstrations Sections in this Guide and on the Selling Sheet
- **Select Process:** Choose participants via random draw, volunteer or facilitator selection. Be sure to rotate roles to ensure equal participation.
- **Role Assignments:**
  - **Salesperson:** Leads the scrimmage using the provided scripting and/or materials.
  - **Guest:** Acts as a high-regard or engaged guest guided by the Salesperson.
  - **Observer:** Gives constructive feedback. In order to share a “wish”, you must share a “like”.

Scrimmage

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Scrimmage *Powerful Demonstrations* for each Guest Profile listed below to help Salespeople apply what they have learned. These should be realistic, short, and interactive to build confidence and muscle memory.

- **The Whole-Home Planner**
  Wants cohesion across rooms without duplication
- **The Style Expert**
  Loves mixing finishes and materials
- **The Long-Term Investor**
  Wants timeless design and lasting value

What Winning Looks Like

All winning scrimmages include the following elements:

- Grabs the Guest's attention using the Ashley Unlock
- Uses Storytelling to build a connection with the Guest
- Highlights 1-2 Product Knowledge highlights or Right to Win Elements
- Add-ons feel natural and design-led

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