NEO

TRAINING GUIDE

Purpose

The purpose of this guide is to equip Salespeople with the confidence, language, and behaviors needed to sell **Neo** as a modern, whole-room solution within the Ashley Luxe portfolio. Neo is designed to solve one of the most common guest challenges — creating a cohesive space that feels intentional and elevated without feeling overly matched or lacking personality.

By mastering Neo, Salespeople will elevate the Guest Experience, increase whole-room attachment, drive elevated add-ons, and position Luxe as thoughtfully designed, layered, and lived-in.

Learning Objectives

After completing this guide, Salespeople will be able to:

- Communicate Neo as a **cohesive, whole-room solution** without "matchy-matchy" styling
- Demonstrate Neo's **finishes, and materials**
- **Use storytelling** to position Neo as modern, warm, and intentionally designed
- Identify **natural add-ons** that complete the room without overwhelming the Guest
- Confidently guide the Guests from interest to **full-room confidence**
- Highlight **key product knowledge details** about Neo

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.

Luxe Unlock: Neo

*"**Designing a whole room can feel tricky** — Guests want everything to work together, but **they don't want it to feel** flat, overly matched, or impersonal.*

(pause)

That's exactly what Neo solves.

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Neo is designed as a cohesive room solution**, but each piece stands confidently on its own. The rich wood tones, layered materials, and hammered metal details create harmony without sacrificing character**. It looks collected over time — not bought all at once."

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 Neo Collection. These elements support confident, consistent storytelling while allowing each Salesperson to personalize the experience based on the Guest's lifestyle, space, and comfort preferences.

Right to Win: *Why Choose Neo*

Espresso-Finished Spruce Veneer

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What to Do: Invite the Guest to touch the Neo's surface.

What to Say: *"Neo features an **espresso-finished spruce veneer** — it's rich, modern, and brings real depth to the room. It's **bold without feeling heavy**, and incredibly versatile."*

- ***Benefit of the Difference: "**Other retailers often restrict this design level to their top price brackets. **By using spruce veneers,** we're able to offer **the same sophisticated style at a more accessible investment**."*

Purpose: Immediately establishes Neo's elevated material story, boosts perceived value, and differentiates it from lighter, trend-driven finishes.

Lifestyle-Friendly Function & Drawer Story

What to Do: Open drawers and point out interior details. Don't be afraid to pull out the drawer and hand it to the guest with the drawer pull facing towards the Guest.

What to Say: *"Neo gives you the clean, **modern look you love, but with real function — smooth-gliding drawers, finished interiors, felt-lined top drawers, and cedar-lined bottoms on the dresser and chest.** And English dovetail drawer construction and under-mounted glides. **It's beautiful, but it works for everyday living**."*

- ***Benefit of the Difference:** "You usually only see **this level of drawer construction** on much **higher-priced furniture.** Ours are built strong and smooth, so you get that **premium feel without paying a premium."***

Purpose: Removes the fear that modern furniture is "pretty but not practical" and builds confidence in long-term usability.

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:

- *"**It's modern without feeling cold. Intentional without feeling styled**. The layered materials and finishes give it a quiet luxury that feels personal and lived-in. While boutique stores might also have styles like this, we don't include the luxury price tag. Because we've designed this with our Guest in mind"*

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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.

Salespeople should frame add-ons as **natural extensions of the story** — not attachments to the ticket. When introduced through lifestyle and design connection, art, lighting, textiles, and accents feel like the final layer of a vision the Guest already believes in.

When done well, the Guest isn't buying more — she's completing the space she just fell in love with.

How to Say It to Guests:

*"**Our designers intentionally crafted this vignette** to show how Neo works across the entire room — so you don't have to guess how to make it feel complete."*

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

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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 Neo allows Salespeople to answer questions with clarity and credibility.

Materials & Construction

- Made with **solid wood components, thick spruce veneer, and MDF substrate**
- **The rich espresso-finished spruce veneer** highlights natural wood grain
- Metal drawer pulls feature **hammered texture with a warm pewter-tone finish**

Storage & Functionality

- Eight **smooth-gliding drawers** with fully finished interiors
- English dovetail drawer construction and **undermount drawer glides** with soft-close function — a Luxe standard
- **Top drawers are felt-lined** for delicate items
- Bottom drawers on the dresser and chest feature **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 modern lines 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

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.

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Design Comparison focuses on:

- Overall design aesthetic and silhouette
- The ability to 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

- **Bronte Collection**

Why it aligns:

- Clean, modern casegoods with refined metal detailing
- Tailored silhouettes with a contemporary, upscale feel
- Designed for cohesive, modern bedrooms and storage spaces

How Neo Wins:

Neo delivers the same modern presence as Bronte more functional storage features and two distinctly different bed frame options. It feels elevated and purposeful — not just minimal — making it easier for Guests to live in the space, not just admire it.



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Signature Luxe Phrasing

Design & Aesthetic	Materials & Finishes
• Modern yet lived-in • Layered finishes • Clean lines with warmth • Collected-over-time look • Balanced and intentional • Architectural presence • Quiet sophistication • Harmonious layering	• Espresso-finished spruce veneer • Rich wood tones with depth • Hammered metal accents • Smooth-gliding under-mounted drawer glides • Layered materials for texture and contrast • Thoughtful material pairing
Quality & Construction	**Lifestyle & Emotional Language**
• Built for real life • Durable yet refined • English dovetail drawer construction • Soft-close precision • Finished interiors throughout • Balanced scale and proportion	• Modern warmth that feels personal • Intentional and expertly styled • Quiet luxury and elegance • Invites connection • Elevated yet lived-in • Thoughtful layering for every room • Naturally completes the room

Set Up Scrimmage & Team Practice

- **Pre-Scrimmage Preparation:**
  - Display the Neo Selling Sheet
  - Warm-up question: *"What problem does Neo 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".

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Scrimmage

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 Design-Driven Guest**
  Wants a modern look without it feeling cold or trendy
- **The Whole-Room Planner**
  Is furnishing multiple spaces and wants cohesion
- **The Refined Collector**
  Wants personality, not a showroom-perfect look

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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