

urbanology ROLE-PLAY SCENARIOS

SCENARIO 1:

SALES ASSOCIATE:	<i>"Tell me a little about the look you're trying to achieve with your new living room."</i>
GUEST:	<i>"I think I want something with a trendy, city feel. You know, like you might see in a loft apartment. Basically, I just don't want it to look boring and traditional like my mom's living room."</i>
SALES ASSOCIATE:	<i>"I know just where we should start our search. One of the lifestyle categories we feature at Ashley is called Urbanology. Within these collections, you'll find endless materials, finishes, and options that will help you tap into the urban lifestyle you're seeking. And, the best part is that they have been designed with intriguing combinations of color, texture, and style, to help you create an eclectic look that's all your own."</i>
GUEST:	<i>"That sounds great! Lead the way."</i>

SCENARIO 2:

SALES ASSOCIATE:	<i>"What are the two most important things you're looking for in your new dining room table?"</i>
GUEST:	<i>"I really like the look of rough or reclaimed wood. I want it to look like it's been around for a long time, but I still want it to have a contemporary feel."</i>
SALES ASSOCIATE:	<i>"Based on what you described, I think our Urbanology collections are going to be a great fit for your lifestyle. You're going to be able to get that unexpected mix and blend of furniture that has that distressed or repurposed look and style with trendy industrial accents. I'd love to show you! Follow me."</i>



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SCENARIO 3:

SALES ASSOCIATE:	<i>"Have you had a chance to experience the innovative products available within our Urbanology Lifestyle area, yet?"</i>
GUEST:	<i>"No. What is Urbanology?"</i>
SALES ASSOCIATE:	<i>"This style is best described as a wonderful merging of vintage and new, with styles that mix and match effortlessly. You'll find reclaimed woods, handcrafted finishes, natural materials, and touchable textures that offer laid back luxury for everyday living. Let me show you!"</i>

SCENARIO 4:

SALES ASSOCIATE:	<i>"Based on what you told me, I'd like to show you the Wesling bedroom group. I think it will really give you the retreat style you were describing, and it has a really unique distressed finish that I think will be right up your alley.</i>
GUEST:	<i>"I'd like to see that."</i>
SALES ASSOCIATE:	<i>"As you can see, this amazing poster bed could easily help you make your home into a refined getaway. This bed offers a relaxed look with the stunning saw kerf distressing we've added. Go ahead and give that a feel. Notice how the black rubbed finish on the accent cases offers the perfect contrast." <i>"The other great thing that you could do with this set is to build around it to capture that eclectic feel you described in the rest of your house. We have industrial accents like these that will look great against the heavy planking of the wood in the headboard and footboard. We also have fantastic top of bed options in linen and other natural materials that will help bring the texture to life. And, the accessory options are endless to help you curate your perfect look from chandeliers to rugs, to pillows, poufs, and wall art. Where would you like to start?"</i></i>



SCENARIO 5:

SALES ASSOCIATE:	<i>"Based on what you told me, I'd like to show you our Urbanology Lifestyle. You'll find the "mix and match" style opportunities you're seeking instead of a packaged group or collection. Since the pieces all work together, you can design and create the entire room to fit the specific look you want! How does that sound?"</i>
GUEST:	<i>"Fantastic! Let's take a closer look at those?"</i>

SCENARIO 6:

SALES ASSOCIATE:	<p><i>"Let me tell you a little about the Urbanology Lifestyle. One of the most appealing things about it is that each piece was designed to coordinate with all of the pieces in the entire lifestyle collection, so you're not limited to the grouping that you see. You can easily mix and match to fit your individual design ideas.</i></p> <p><i>Take a look at this vignette over here, for example. Notice how all of the accent tables are different from each other to add an unexpected touch. Additionally, the iron hooks, decorative details, and exposed rivets add an industrial feel. Whereas the rough, saw kerf distressing and wire brushed surfaces on these thick slabs of wood offer rugged sophistication. And, all of these features are complimented with the various fabric textures, patterns, and hues to help set the stage for relaxed living.</i></p>
GUEST:	<i>"So I don't have to purchase the whole group that I see here?"</i>
SALES ASSOCIATE:	<p><i>"Not at all. You can build your room piece by piece so that you can capture the decorative details and design elements that best define your individual style.</i></p> <p><i>So, which piece would you like to take a look at first?"</i></p>

