



LINQ Bedroom Collection Training Guide

Sales Associate Training

DESIGNED BY MATTHEW WEATHERLY



Introduction

With clean lines and subtle curves, the LINQ collection embodies modern minimalism. Featuring an innovative bed design and four versatile storage options, LINQ offers an impressive bedroom suite packed with uniquely functional features and ample storage.

Features include:

- Integrated Lighting
- Motion Nightstands
- A/C & USB Charging Ports
- Adjustable Bed Frame
- Velvet-Lined Accessory Trays
- Ample Storage Solutions
- Safety Features



Collection Overview

Each LINQ piece is available in our versatile and classic Natural Walnut



NATURAL WALNUT

BEDS

Queen and King sizes with innovative features



NIGHTSTANDS

Compact 22-inch and versatile 28-inch sizes



STORAGE PIECES

5-drawer Chest and 6-drawer Dresser



BENCH

Designed for use at the foot of the bed or anywhere in the home



Beds



QUEEN BED

Model	9117
Standard	45.25H x 72 x 86.75 in
Metric	115H x 183 x 220 cm



KING BED

Model	9119
Standard	45.25H x 88 x 86.75 in
Metric	115H x 224 x 220 cm

BED FEATURES



- Dimmable LED accent lighting with a touch-sensitive brass bar.
- Dual USB charging ports discreetly positioned on each side of the headboard.
- Adjustable-height bed frame with multiple rail and platform settings.
- Cushioned, fabric-wrapped slats reduce noise, improve ventilation, and provide solid mattress support.
- Inner slat system serves as the mattress platform, eliminating the need for a traditional box spring.
- Full-width pine slats accommodate mattresses from 8" to 16" in height.
- Two leg height options included for flexible assembly.
- Inner bed platform can be removed for use with most adjustable bed frames. See our [adjustable bed use guide](#).
- Solid wood trim on headboard and frame for enhanced durability and premium detailing.

Nightstands



22" NIGHTSTAND

Model	9181
Standard	25H x 22 x 20 in
Metric	64H x 56 x 51 cm



28" NIGHTSTAND

Model	9182
Standard	25H x 28 x 20 in
Metric	64H x 71 x 51 cm

NIGHTSTAND FEATURES



Sliding tops brings the surface forward for easier access from bed, while also providing access to a hidden power center.



Rear power center includes AC, USB-A, and USB-C outlets for seamless charging—thoughtfully integrated to keep cords organized and within easy reach.



Drawers are soft-close and contain removable velvet-lined trays for organized accessory storage—textured black drawer interiors add a refined, high-end look.

Storage Pieces



5-DRAWER CHEST

Model	9185
Standard	50.75H x 35 x 20 in
Metric	133H x 82 x 52 cm



6-DRAWER DRESSER

Model	9186
Standard	33H x 63.5 x 20.5 in
Metric	84H x 161 x 52 cm

STORAGE PIECE FEATURES



- A removable velvet-lined accessory tray can be positioned in any drawer for organized storage.
- Spacious soft-close drawers rest on hidden glides for effortless use.



STURDY-compliant interlock drawer allows only one drawer per column of drawers to open at a time.

Bench



BENCH

Model	9102
Standard	18H x 60 x 18 in
Metric	46H x 152 x 46 cm

BENCH FEATURES



Perfectly designed for the foot of the bed as a dressing bench.



Suitable for use in entryways, hallways, or mudrooms.

Tips for Selling the LINQ Collection

1. Highlight Versatility

- Works with practically any height mattress
- Works with most adjustable bases

2. Demonstrate Features

- Dim/brighten the light
- Slide the nightstand tops forward
- Showcase the soft-close drawers and the accessory trays

3. Create a Story

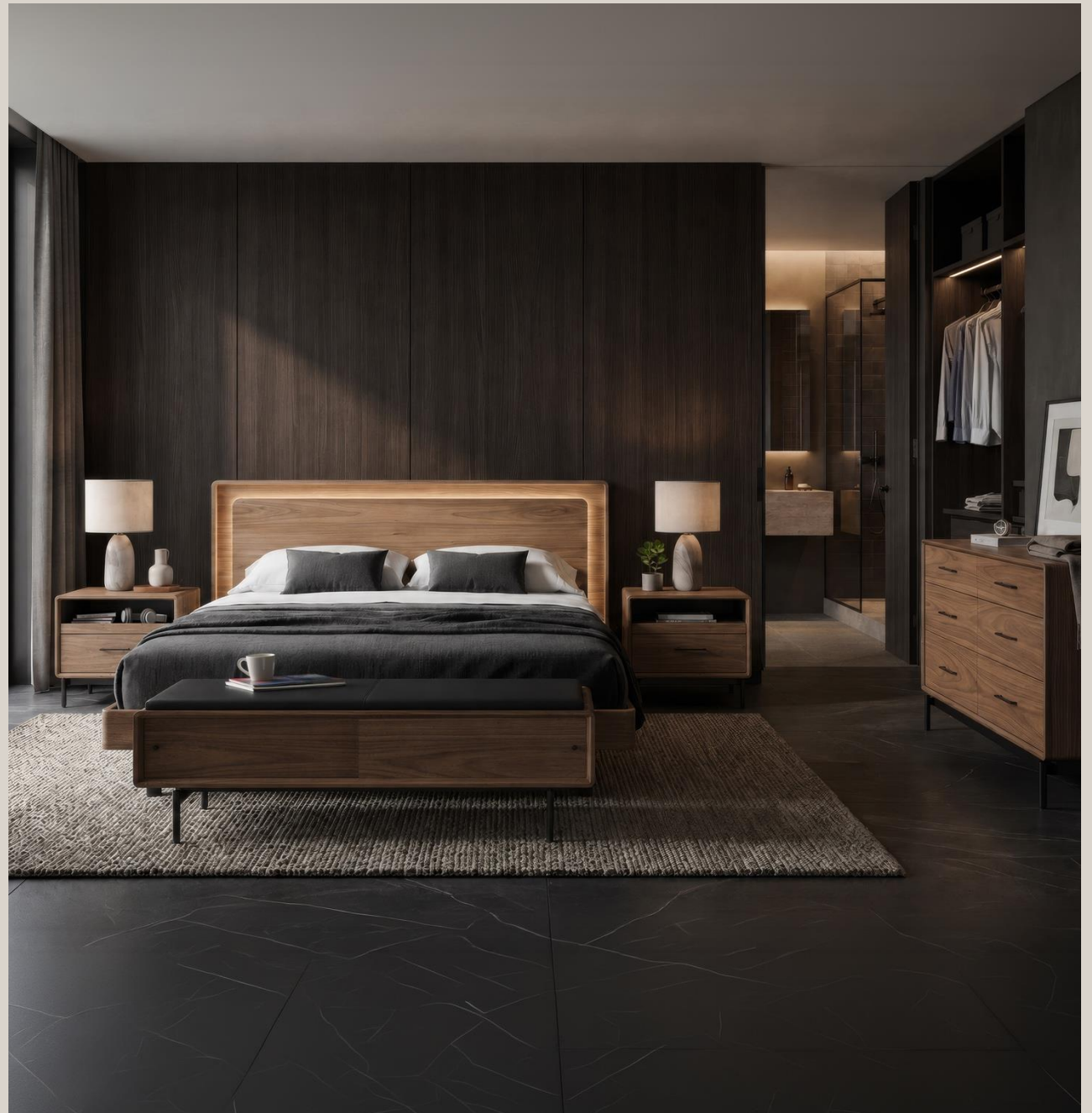
- *"Imagine coming home to a bedroom that recharges your mind, body, and devices. That's the LINQ experience."*

4. Encourage Bundling

- Suggest pairing the bed with nightstands and a bench for a cohesive look.

5. Position as a Premium Upgrade

- Use phrases like *"Elevate your space with the thoughtful design of LINQ"* to frame it as an aspirational purchase.



Next Steps

1. Familiarize yourself with each piece and its key features
2. Use the storytelling tips to connect with customers
3. Encourage customers to experience the collection in-store to fully appreciate its quality and details
4. View LINQ at bdiusa.com/linq-bedroom



WARRANTY

Residential Use

Three (3) years from date of purchase.

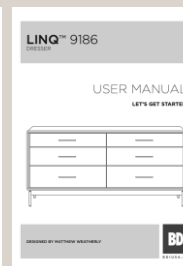
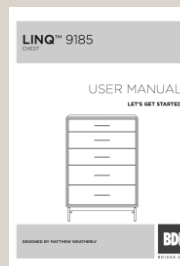
Commercial Use

One (1) year from date of purchase.

See BDI's [full warranty](#) for details.

RESOURCES

Images and other resources available in [BDI Retailer Resources](#)





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the LINQ collection embodies modern minimalism.*

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LINQ BEDROOM | [BDIUSA.COM/LINQ-BEDROOM](https://www.bdiusa.com/linq-bedroom)

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