

# REFRAME EXERCISE WORKSHEET

**Misunderstood Cause:** Teach customer that a problem is driven by a different root cause than they had realized, allowing the problem to be better managed.

**Unrecognized Problem:** Teach customer that an unrecognized or underappreciated problem, is manifesting, and will have detrimental impact if not addressed.

**Reframe Item:** Wire Coat Hanger

**Teaching Point:** Teach renters/homeowners the misunderstood cause of running out of closet space is more often due to choice of hanger style

**Warmer:** One of the biggest complaints we often hear from homeowners and renters is that their closets are too small, causing them to take one of two actions to address the problem. They either look to store their seasonal clothing in a different space altogether, or worse, they feel they need to get rid of clothing, that they would otherwise like to keep if it fit in their closet.

**Reframe:** What is interesting is that when you consider the #1 choice of hangers for most people, it is the plastic coat hanger. Have you ever considered the fact that a plastic hanger is 7x thicker than a wire coat hanger? Perhaps a different question is why your local dry cleaners don't use plastic coat hangers? While many respond that they believe it is due to cost, their reason is that they would need to build a facility 1.3X larger to house the same number of articles of clothing that they currently house by using a wire coat hanger.

**Type of Insight:**  Misunderstood Cause     Unrecognized Problem    **Reframe Item:** \_\_\_\_\_

**Teaching Point:** \_\_\_\_\_  
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**Warmer:** \_\_\_\_\_  
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**Reframe:** \_\_\_\_\_  
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