

Product Knowledge & Training

What are the key product features that dealers should highlight to end users?

Dealers should highlight the features that matter most to end users in a working environment, comfort, adjustability, durability, and lead time. For seating, focus on ergonomic support, breathable materials, weight tolerance, and ease of adjustment. For desks and furniture, mention cable management, flexibility (e.g. modularity or sit-stand options), and how the product helps create a productive workspace. End users are also increasingly interested in UK manufacturing, sustainability credentials, and warranty length, these all add reassurance and value to the sale. Where possible, link features back to real benefits: not just "mesh back," but "helps keep you cool during long working hours."

What common questions or objections do customers have when buying furniture - and how should dealers respond?

Common questions or objections include concerns about price, lead times, comfort, and whether the furniture will suit their space or brand. Customers might say, "Why is this chair more expensive?" or "Can you get it to us quickly?" or worry it won't look right in their office. Dealers should respond by focusing on value over cost, highlighting durability, warranty, comfort, and long-term savings from better quality. For lead time queries, be clear on availability upfront and offer in-stock or fast-track options where possible. When it comes to design concerns, visuals help, so share real photos, fabric swatches, or offer a sample if feasible. Reassurance, transparency, and product knowledge go a long way.

Are there any mistakes or misconceptions that resellers often make when positioning or quoting for furniture?

Yes, one common mistake is focusing too heavily on price rather than understanding the customer's actual needs or priorities. This can lead to quoting the cheapest option, rather than the right one, which risks dissatisfaction down the line. Another pitfall is underestimating lead times or installation requirements, which can cause delays or last-minute issues on site. Some resellers also overlook the importance of visuals, assuming a spec sheet alone will do the job, when in fact, moodboards, swatches, or real-life photos can help close a sale. Finally, quoting without fully understanding the space, access, layout, or number of users can result in missed details or unsuitable solutions. Taking the time to ask the right questions and present clearly thought-out options makes a big difference.