



Are there any specific product bundles or cross-sell opportunities that work well?

Definitely - and this is where the real value lies. The most effective product bundles and cross-sell opportunities are those that complement what you're already selling and naturally extend the sales cycle with your existing customers.

If you're supplying office furniture, for example, there's a clear opportunity to introduce workspace technology like monitor arms, docking stations, video conferencing kits and digital displays. These are natural add-ons that support hybrid working, improve productivity and create a more complete solution for your customer.

Software is another key cross-sell opportunity. If your customer is buying hardware, there's a strong chance they also need tools for collaboration, security or productivity. Bundling Microsoft 365, cloud backup or endpoint protection alongside devices adds value and opens the door to future recurring revenue.

The key is to position yourself not just as a supplier of products, but as someone who helps customers get more from what they already use. The right bundle shows you understand their needs and makes the buying decision easier.

Through ST Tech, I can help you identify the right pairings for your market and customer base - without overcomplicating your range. It's about offering more without selling everything.

Need help building bundles that make commercial sense?

Visit www.ST-Tech.co.uk or get in touch and I'll help you shape a strategy that fits your business.