

Common Misconceptions - Furniture and Ergonomics

People approach the furniture and ergonomics category with different levels of experience. Some work with it every day, while others may be newer to the topic or simply haven't explored it in detail before. These misconceptions appear across the industry, and understanding them helps everyone feel more confident and effective in customer conversations.

“Customers already know what they need.”

Customers often come with a specific item in mind, but that doesn't always reflect their full needs. They may ask for a chair, but the real issue could be hybrid working, onboarding new starters or improving comfort for the whole team. Customers sometimes focus on the item they think will solve the problem, rather than the problem itself.

Example: A customer asks for ten chairs for new starters. A quick conversation reveals they also need monitor arms, laptop stands and a consistent setup for hybrid workers.

What to do instead: Explore how their people work day to day and what they want to improve. This keeps the conversation helpful rather than transactional.

“It's only relevant for big offices.”

Furniture and ergonomics matter in every environment, from small businesses to hybrid teams to homeworking setups. Smaller organisations often value guidance even more because they may not have internal expertise or dedicated workspace planners.

Example: A five-person business may not think of themselves as needing ergonomic support, but they still want their people to be comfortable and productive.

What to do instead: Treat every customer as a workspace customer, regardless of size. The same principles apply: understand how people work and offer solutions that support them.

“Ergonomics is too technical.”

Ergonomics can sound complex, but most customer conversations are straightforward. People talk about comfort, posture, hybrid working, productivity or making sure new starters have the right setup. These are everyday topics, not technical assessments.

Example: A customer says someone has a sore back. They are not asking for a medical opinion; they simply want a chair that supports them better.

What to do instead: Keep the language simple and focus on what the customer wants to achieve. If something more specialised comes up, involve colleagues or suppliers.

“I need deep expertise to talk about this category.”

Specialists exist and their expertise is valuable, but most customer needs don't require technical detail. Customers rarely expect dealers to explain chair mechanisms or conduct full assessments. They simply want someone who listens, understands their goals and can guide them towards suitable options.

Example: A customer asks which chair is best for hybrid working. The dealer doesn't need to explain the engineering behind the mechanism; they just need to understand how the team works and what matters most to them.

What to do instead: Focus on understanding the customer's situation. Expertise can be brought in when needed.

“Customers only care about price.”

Price is important, but it is rarely the only factor. Many customers prioritise comfort, wellbeing, productivity, hybrid working or consistency across teams. When dealers understand these goals, they can offer options at different price levels that still meet the customer's needs.

Example: A customer asks for the cheapest chair. A short conversation reveals they want something durable for a busy office, so a mid-range option is actually better value.

What to do instead: Link solutions to the customer's goals and offer a range of options. This keeps the conversation relevant and respectful of budget.

“If they haven't asked for it, they don't need it.”

Customers don't always know what's available or how simple changes can improve comfort and productivity. They may only ask for a single item, but their needs are often broader.

Example: A customer orders monitor arms but hasn't considered laptop stands or chairs. A quick conversation helps them create a consistent setup for everyone.

What to do instead: Use supportive questions to understand the wider context. This helps customers make informed decisions without feeling pushed.

“Furniture is a one-off purchase.”

Many organisations treat furniture as a long-term investment, but needs change over time, especially with hybrid working, team growth, new starters and evolving technology. Customers often appreciate ongoing guidance rather than one-time transactions.

Example: A customer buys desks for a new office. Six months later, hybrid working patterns have changed and they need different setups.

What to do instead: Check in periodically. Ask how their teams are working and whether anything has changed.

“I don’t want to sound pushy.”

Supportive questions are not pushy. They show interest in the customer’s situation and help them make better decisions. When solutions are linked directly to what the customer has said, the conversation feels natural and relevant.

Example: A customer mentions onboarding new starters. Asking how many and what their setup looks like is helpful, not sales-led.

What to do instead: Keep questions open, neutral and focused on the customer’s goals.

“I’m worried about saying the wrong thing.”

This is common for people who are newer to the category. The key is to avoid assumptions and keep the conversation simple. Customers are usually happy to explain their needs when asked in a supportive way.

Example: Instead of guessing what the customer needs, ask how their people work and what they want to improve.

What to do instead: Ask open questions and let the customer describe their situation in their own words.

Key takeaway

Misconceptions can make this category feel more complicated than it is. Whether someone is new to the topic or highly experienced, the most effective approach is the same: understand how people work, explore what they want to achieve and offer solutions that genuinely support them.