



### **Are there any recurring sales opportunities in this category?**

*Yes — and that's one of the biggest advantages of adding technology to your range. There are plenty of opportunities for repeat and recurring sales if you approach it in the right way.*

*Software is a major area for recurring revenue. Products like Microsoft 365, endpoint protection and cloud backup can be offered on a subscription basis, giving you predictable income and helping you build longer-term customer relationships.*

*There's also growing demand for installation and service agreements - especially when supplying digital displays, conferencing equipment or workspace solutions. Offering setup support and follow-up service helps you stay involved beyond the initial sale and opens up regular, value-added revenue.*

*Even with hardware, there's often a natural sales cycle. Once a customer starts investing in technology, there are usually future opportunities for upgrades, expansions or refreshing equipment as their business grows. By staying visible and adding value, you put yourself in the best position for those follow-up sales.*

*I can help you build a strategy that includes these recurring opportunities - keeping things simple and focused on what makes sense for your business.*

*Want to turn one-off sales into long-term customer value?*

*Visit [www.ST-Tech.co.uk](http://www.ST-Tech.co.uk) or get in touch and I'll show you how to build repeat opportunity into your technology offer.*

### **Are there any key regulatory or compliance considerations dealers should be aware of when selling tech products (e.g. data protection, energy efficiency, e-waste disposal, or software licensing)?**

*Yes - and being aware of them not only protects your customers, it also opens the door to added-value service opportunities.*

**Key areas to keep in mind include:**

Data protection – Especially when supplying devices that store or process information, like laptops or conferencing equipment. Customers need to be confident their data is secure, and that any devices being replaced are wiped or disposed of correctly.

Software licensing – Ensuring the right licences are in place isn't just best practice, it's a legal requirement. Customers often need help navigating what they need and how to stay compliant, especially when using cloud-based or subscription software.

Energy efficiency – More organisations are working toward sustainability goals, so being able to offer products with recognised energy ratings is a plus. This can influence purchasing decisions and help position you as a responsible supplier.

E-waste and disposal – Businesses are increasingly aware of their obligations when it comes to disposing of old technology. Offering recycling, data destruction or take-back schemes adds value and supports compliance.

Rather than being barriers, these considerations can actually create new service opportunities - from installation and setup, to software guidance, asset tagging, secure disposal or eco-focused product bundles. You don't need to do it all yourself - I can help you connect with the right vendors and support partners to build this into your offer.

If you want to turn compliance into added value, I can show you how.

**Visit [www.ST-Tech.co.uk](http://www.ST-Tech.co.uk) or get in touch and let's build a responsible, profitable technology offer for your customers.**