

## How to Spot Opportunities - Furniture and Ergonomics

Opportunities in furniture and ergonomics often appear long before a customer asks for a specific product. Dealers who know what to listen for and observe can identify needs early, start helpful conversations and support customers at the right moment. Many opportunities come from small comments, organisational changes or patterns in buying behaviour.

### What to listen for

Dealers can spot opportunities by paying attention to things customers mention in everyday conversations, such as:

- discomfort, back pain or difficulty getting their setup right
- questions about hybrid working, shared desks or homeworking arrangements
- new starters, team growth or internal moves
- enquiries about replacing individual items, such as a chair or monitor arm
- plans for refurbishments, relocations or layout changes
- interest in wellbeing, staff retention or reducing sickness absence
- new technology being introduced that may require different setups
- a desire for consistency across offices, meeting rooms or shared spaces

These signals often point to wider needs. For example, a customer buying equipment for new starters may also need chairs, desks or ergonomic accessories. Someone asking about a monitor arm may also benefit from a laptop stand or a more supportive chair. A customer increasing their tech spend may need furniture that supports new ways of working.

### Spotting opportunities - in-person vs telephone conversations

Different types of customer interactions reveal different signals. Dealers who understand what each interaction type can uncover are better placed to identify needs early and start helpful conversations.

#### In-person cues (office visits, walk-arounds, meetings)

Seeing a customer's workspace provides insight that simply isn't available remotely. Useful cues include:

- staff frequently adjusting chairs, leaning forward or sitting awkwardly
- makeshift setups such as laptops used without stands or screens at uneven heights
- chairs set at extreme heights or with broken or unused adjustments
- inconsistent furniture across teams or departments
- meeting rooms that appear underused or not set up for hybrid meetings
- signs of growth or change, such as temporary desks, empty desks or new equipment arriving

These observations are never about pointing out faults. They help the dealer understand how people work and where better support might help.

## Telephone cues (remote conversations, check-ins, order discussions)

When speaking by phone, dealers rely more on what customers say. Useful signals include:

- comments about discomfort or difficulty working comfortably
- questions about hybrid working or homeworking arrangements
- enquiries about replacing individual items
- mentions of new starters, team growth or internal moves
- plans for refurbishments, relocations or layout changes
- interest in wellbeing, retention or reducing sickness absence
- requests for quick fixes that may indicate a deeper need

Telephone conversations often reveal organisational context even when you can't see the workspace.

## Why both matter

In-person cues help dealers understand the physical environment. Telephone cues help dealers understand organisational changes and challenges. Together, they give a complete picture of where ergonomic or furniture support could make a positive difference.

## Everyday orders as opportunities

Opportunities also arise through routine purchasing. For example:

- a customer buying equipment for new starters may also need chairs, desks or ergonomic accessories
- someone asking about a monitor arm may also benefit from a laptop stand or a better chair
- a customer increasing their tech spend may need furniture that supports new ways of working

These patterns often reveal needs that customers haven't yet articulated.

## How to use observations

Observations should always be neutral, non-judgemental and supportive. The goal is not to criticise the customer's setup but to understand how people work and where improvements could help. Simple, supportive questions such as "How is this setup working for your team?" or "Would it help if we looked at ways to make this space more comfortable?" can open helpful conversations.

## How to turn observations into conversations

Spotting an opportunity is only the first step. The next step is asking simple, supportive questions that help the customer reflect on their setup. Useful approaches include:

- "How is this setup working for your team day to day?"
- "Would it help if we looked at ways to make this space more comfortable?"
- "Is everyone able to adjust their equipment easily?"
- "Are there any areas where people struggle to stay comfortable throughout the day?"
- "With your team growing, do you need help keeping workspaces consistent?"

These questions are neutral and non-judgemental. They invite the customer to share more without feeling sold to.

## Common scenarios and what they may indicate

- A customer mentions back pain - they may need a better chair, training on adjustments or a more complete ergonomic setup
- A team is growing quickly - they may need consistent furniture, space planning or hybrid-ready meeting rooms
- A customer asks for one monitor arm - they may also need a laptop stand, a second screen or a chair that supports the new setup
- A customer is planning a move - they may need layout support, new furniture or help standardising equipment
- A customer is investing in new tech - they may need furniture that supports new workflows or cable management

These scenarios help dealers connect the dots and offer support that feels relevant and timely.

## Key takeaway

Opportunities often appear through small comments, changes in the customer's organisation and simple buying patterns. By paying attention to how customers work and the challenges they mention, whether in person or over the phone, dealers can identify needs early and offer solutions that genuinely improve the workspace.