

## **Sales Tools & Strategy**

### **What are your top 3 selling tips for dealers looking to grow their furniture offering?**

- Selling purely on price rather than on value and wellness benefits. Lead with compliance: position Ergo solutions as fulfilling DSE risk remediation mandates. Push demos and trials: seeing improvements in posture and comfort makes compliance-driven sales easier.
- Positioning ergonomics as optional extras instead of core productivity tools. Provide assessment-to-solution packages: offer dealers kits that include assessment checklists (HSE-approved) plus product matching.
- Forgetting the hybrid angle: many buyers now need dual-use solutions for both home and office.

### **What support do you offer dealers (e.g. planning tools, layout services, brochures, swatches) to help win business?**

- Digital brochures and flyers for the Ergo range.
- Workstation set up guides.
- Marketing content: sales driving campaigns with expert accreditation, optimised content, Google and social campaign to drive consumer awareness.
- Training sessions on product knowledge and ergonomic benefits.