

Opportunities to Look for - Tech

Technology creates opportunities in almost every customer conversation, especially because many products and services are used daily, replaced regularly and upgraded as working patterns evolve. Dealers do not need technical expertise to identify these opportunities. Most of them come from simple observations about how people work, the equipment and software they use, and the challenges they face. Opportunities often appear when customers mention new employees, hybrid working, workspace changes, software renewals or issues with existing equipment. Many technology products and services also offer strong margins, particularly in accessories, peripherals, cloud subscriptions and licensing-based solutions. The key is to listen for everyday cues and link them to simple, practical solutions that make work easier.

Everyday opportunities to listen for

- Employees working between home and office - often need duplicate or portable equipment
- New employees - require devices, headsets, keyboards, mice, monitors and software licences
- Complaints about slow or unreliable equipment - a sign of refresh or upgrade needs
- Workspace changes - new layouts or meeting rooms require displays or collaboration tools
- Poor video or audio quality - opportunities for webcams, headsets and speakerphones
- Shared equipment - suggests a need for additional devices or accessories
- Compatibility questions - a chance to recommend suitable connectivity or docking solutions
- Confusion around software licences - an opening to support renewals or consolidation
- Security concerns - opportunities for antivirus, endpoint protection or password tools
- Teams using different tools - a sign that standardisation or cloud collaboration tools may help

High-margin and repeatable opportunities

- Peripherals and accessories - strong margins on headsets, webcams, docking stations, cables and stands
- Toner - often offers better margins than ink cartridges
- Software and licensing - ongoing renewals and subscription-based revenue
- Cloud services - collaboration tools, email, storage and productivity platforms
- Security tools - antivirus, endpoint protection and identity management
- Small office technology - shredders, laminators, label printers and calculators
- Refurbished tech - cost-effective options with good margins and sustainability benefits
- Add-ons and upgrades - simple cross-sells that improve the user experience Ink cartridges tend to be lower margin, but they remain a reliable source of repeat business.

Sector-specific opportunities

- Education - headsets, webcams, charging solutions, basic devices and classroom software
- SMEs - everyday tech for hybrid teams, cloud tools and general office use
- Home workers - duplicate setups, portable equipment and comfort-focused accessories
- Charities and local government - reliable, value-focused solutions with predictable refresh cycles
- Professional services - quality audio, video, security and connectivity tools for client communication

Simple signs a customer may need help

- Frequent requests for replacements or temporary fixes
- Employees sharing accessories or devices
- Regular complaints about connectivity, performance or software issues
- Questions about compatibility, access or ease of use
- Expanding teams or new roles
- Moves to hybrid or flexible working
- Confusion around renewals, subscriptions or licence counts
- Concerns about data security or remote access

These opportunities do not rely on technical knowledge. They come from understanding how people work and offering products and services that make everyday tasks easier. Dealers who listen for these cues can uncover valuable and repeatable business across a wide range of customers.

Key Takeaway

Opportunities in workplace technology appear naturally in everyday conversations. By listening for simple cues and linking them to practical, high-value solutions, dealers can uncover repeatable business without needing technical expertise. The most successful opportunities come from understanding how people work and offering tools that make their day easier.