



The **BOSS Diversification Hub** is a resource centre run by **BOSS Federation** (the UK's leading trade association for business supplies companies), designed specifically to help dealers and sales professionals broaden their product offerings and boost sales.

What you'll find in the hub:

- **Category-specific starter guides** - Explore sectors like Cleaning & Hygiene, Tech, Furniture & Ergonomics, Print & Promo, Industrial & Warehouse, and Safety & Workwear.
- **Actionable tools & resources** - Includes practical selling guides, tutorials, market insights, and real-world case studies.
- **Growth support** - Helps you identify cross-sell opportunities, upskill your teams, and enter new markets with confidence.

Who it's for:

- **Dealers and sales professionals** looking to expand beyond office supplies into profitable adjacent sectors.
- Those aiming to **diversify their product range**, boost resilience, and increase profitability in a changing marketplace

Core offerings:

1. **Introductory content** for each niche vertical (e.g., Cleaning & Hygiene, Tech).
2. **Best practices & compliance information** - Learn about regulations, standards, and key performance metrics.
3. **Training resources** -Webinars, guides, and sales training to help your team get up to speed.
4. **Case studies** - Insights from dealers who've successfully diversified, showing what worked.

If you're an office supplies dealer or sales in the UK aiming to grow beyond traditional lines, this hub is an excellent launchpad - made specifically to help you diversify smartly, with full guidance along the way.