

We invited **ACCO Brands** to share their perspective on the **Tech** category.

As part of this Knowledge Hub feature, we posed a series of questions to ACCO Brands who offered insight and experience from within the sector.

For further information, or to discuss any of the points raised in this feature, you can view their company directory here: [ACCO Brands](#)

Selling Tech Accessories: Opportunities, Training & Compliance

Kensington's accessory range creates ongoing opportunities for resellers by aligning with hybrid work, compliance needs and everyday device usage.

Identifying Opportunities in Existing Accounts

Customers buying laptops or desktops

- Offer docks, input devices and locks.

Customers buying office furniture

- Add ergonomic accessories like monitor arms and risers.

Customers buying paper-based meeting supplies

- Add video collaboration tools like webcams and headsets.

Education or public sector accounts

- Emphasise device protection, compliance and security.

Look for accounts undergoing change such as new offices, hybrid policies or digital transformation.

Training & Support Available

Kensington's sales team can run face to face or virtual training options for your whole team. Contact your account manager to arrange.

How to Sell Tech Accessories

Step 1: Lead with the problem

Ask about pain points like poor video calls, workspace discomfort or data security.

Step 2: Match to a simple solution

Position Kensington accessories as fixes that are easy to adopt and affordable.

Step 3: Bundle and upsell

Offer complementary products as a complete solution.

Step 4: Reinforce value

Highlight ROI: improved productivity, staff wellbeing, compliance and device longevity.

Step 5: Follow up

Tech needs evolve. Build in regular check-ins to identify new opportunities.

Discovery Questions for Customers

- How are your employees set up for hybrid work
- Do you have concerns about device security or data privacy
- Are your teams comfortable and productive when working long hours at their desks
- What challenges are you seeing with video calls and virtual meetings
- How do you currently protect your IT investment (laptops, tablets, monitors)

These questions open the door to multiple Kensington solutions without requiring technical expertise.

Recurring Sales Opportunities

Tech accessories generate recurring and refresh cycles:

- Employees changing roles or locations
- Hybrid or remote workers needing collaboration gear
- Accessories like privacy filters, mice and headsets wearing out or getting lost
- Compliance-driven refreshes such as new privacy screens or updated locks

Accessories are a reliable way to drive repeat orders and build long-term customer relationships.

Regulatory & Compliance Considerations

Data Protection

- Privacy screens and secure locks help businesses meet GDPR and other data security standards.

Health & Safety

- Ergonomic accessories align with workplace wellbeing regulations and duty-of-care policies.

Sustainability Goals

- Kensington's EQ range contains products made from post-consumer recycled plastic, helping organisations make more sustainable purchasing decisions.

Framing products in terms of compliance makes them easier to justify to procurement teams.