

Key Principles to Remember - Tech

There are a few key principles that can make technology conversations feel easier and more natural. These points aren't rules - they're simply helpful ways of thinking that can guide discussions, especially for dealers who are still building confidence in selling tech. They sit alongside the other resources and can be used at any stage of the conversation to keep things clear, relevant and customer-focused.

Why these principles matter

Keeping these principles in mind can make conversations feel more natural and less pressured. They help dealers focus on what customers actually care about, avoid overwhelming people with technical detail, and spot simple opportunities that might otherwise be missed. Most importantly, they support clearer, more confident discussions that build trust over time.

Focus on how people work

- Start by understanding where employees work, what tasks they complete and what tools they rely on
- Look for everyday frustrations such as slow devices, poor audio or limited connectivity
- Keep conversations centred on comfort, productivity and ease of use

These insights naturally reveal where technology can make a difference.

Keep recommendations simple and practical

- Link suggestions directly to the customer's situation
- Focus on outcomes such as clearer calls, smoother working or better comfort
- Offer small improvements first, such as accessories or upgrades
- Avoid unnecessary technical detail unless the customer asks for it

This can help customers make confident decisions without feeling overwhelmed.

Use the right resource at the right moment

- Product information helps match needs to solutions
- Sector insight highlights how different organisations make decisions
- Objection-handling guidance supports conversations when customers hesitate
- Opportunity cues help identify when technology may be needed

Dealers can draw on whichever support best fits the conversation they are having.

Be mindful of the customer's environment

- Different sectors have different purchasing patterns, priorities and constraints
- Budgets, approval processes and compliance requirements vary widely
- Recommendations should fit the customer's working environment, not the other way around

This ensures suggestions feel relevant and realistic.

Build confidence through clarity

- Use everyday language and focus on benefits
- Keep explanations short and practical
- Reassure customers by linking solutions to their own challenges
- Offer to review their setup or upcoming changes if needed

Clear, simple conversations build trust and lead to better outcomes.

Encourage ongoing conversations

- Technology needs evolve as teams grow, roles change or hybrid working develops
- Regular check-ins help identify new opportunities and support long-term relationships
- Small improvements over time often deliver the biggest impact

This approach helps dealers stay connected and proactive with customers.

Key Takeaway

The most effective conversations focus on how people work, keep recommendations simple, and link solutions directly to real-world challenges. When dealers stay curious, use the right resource at the right moment, and communicate clearly, they build trust and uncover meaningful opportunities.