

## Cross-sell Ideas - Furniture and Ergonomics

Cross-selling in this category means recommending additional products that complement what the customer is already buying or planning. These suggestions work best when they link directly to something the customer has mentioned, because it shows you have understood their situation and are helping them build a complete and effective setup. The aim is to offer relevant additions that improve comfort, consistency or productivity, whether those products come from furniture, accessories or other categories such as technology.

### When customers mention hybrid working

Hybrid working usually involves people working in more than one location, and their setup is not always the same in each place. This can affect comfort, productivity or the overall experience.

#### Relevant cross-sell ideas:

- laptop stands
- monitor arms
- compact desks
- chairs suitable for shared or flexible use
- webcams, headsets or docking stations
- accessories that support posture and comfort

**Example:** A customer says their team splits time between home and office. This naturally leads to a conversation about creating a consistent setup in both locations.

### When customers are onboarding new starters

New starters often need a complete setup. Customers may focus on one item, but a full workstation usually includes several elements across multiple categories.

#### Relevant cross-sell ideas:

- chairs
- desks
- monitor arms
- laptop stands
- keyboards and mice
- task lighting
- footrests
- headsets or webcams

**Example:** A customer mentions they have several new starters joining soon. They have laptops ready, but they have not considered monitors, arms or accessories that create a consistent workstation.

## When customers are refreshing or reorganising their workspace

Changes to layout, team structure or office design often create new needs. Customers may not always connect these changes to furniture or ergonomics, but they usually benefit from guidance.

### Relevant cross-sell ideas:

- meeting room furniture
- breakout seating
- storage solutions
- acoustic panels
- collaborative furniture
- height-adjustable desks
- screens, cameras or collaboration tools for meeting rooms

**Example:** A customer mentions they are reworking their meeting spaces. This opens a conversation about seating, tables and the technology needed for hybrid meetings.

## When customers talk about comfort or wellbeing

Comfort and wellbeing are common drivers for change. Customers may mention discomfort, posture issues or general dissatisfaction with their current setup.

### Relevant cross-sell ideas:

- ergonomic chairs
- sit-stand desks
- monitor arms
- footrests
- keyboard and mouse solutions
- accessories that support posture
- lighting that reduces eye strain

**Example:** A customer says someone is struggling with their current setup. This is a chance to explore whether their workstation supports them properly and what could improve comfort.

## When customers are growing or scaling

Growth often means new people, new spaces and new ways of working. Customers may not always plan ahead, so simple guidance can be helpful.

### Relevant cross-sell ideas:

- consistent workstation setups
- modular furniture
- storage and organisation solutions
- meeting room upgrades
- hybrid working support
- tech bundles for new starters

**Example:** A customer mentions they are expanding their team. This is a natural moment to discuss how they want new workstations to look and what equipment each person will need.

## When customers want consistency across teams or locations

Many organisations want a consistent look and feel across their workspace. This can include matching chairs, standardised desk setups or unified meeting room equipment.

### Relevant cross-sell ideas:

- standardised workstation bundles
- matching chairs
- consistent monitor arm setups
- meeting room packages
- accessories that create a unified experience
- identical tech setups for hybrid workers

**Example:** A customer with multiple offices mentions they want everything to look the same. This opens a conversation about standardising furniture and equipment across locations.

## When customers mention technology changes

New technology often requires adjustments to the workspace. This can include new monitors, docking stations, collaboration tools or hybrid meeting equipment.

### Relevant cross-sell ideas:

- monitor arms
- cable management
- desk organisation
- meeting room furniture
- accessories that support new devices
- webcams, microphones or headsets

**Example:** A customer upgrades their monitors. This naturally leads to a discussion about arms, cable management and how the new setup will work day to day.

## Key takeaway

Cross-selling works best when it feels like part of a complete solution. Dealers grow sales by understanding how people work and offering relevant products that help the customer achieve their goals. These additions can come from furniture, accessories or other categories such as technology. When the recommendations link directly to what the customer has said, they feel helpful rather than forced.