

What are the key product features that dealers should highlight to end users?

For ergonomic products like monitor arms and laptop stands, dealers should highlight features that directly improve comfort, posture, and productivity. Key points include adjustability, height, tilt, swivel, and rotation so users can position screens at eye level and reduce neck or back strain. Compatibility with different monitor sizes, laptops, and weight capacities is essential, as is ease of installation and smooth adjustment so users can quickly set up and customise their workspace.

Dealers should also emphasise space efficiency and organisation such as clamp mounts and built-in cable management along with sturdy build quality and durability for long-term use. Finally, highlight the health and productivity benefits, like reduced eye strain, improved posture, and encouragement of movement, while noting modern design and aesthetic appeal that fits contemporary office setups. Framing features in terms of tangible user benefits makes them more compelling.

What common questions or objections do customers have when buying furniture - and how should dealers respond?

Customers often ask about price, space, and ease of use. The best response is to focus on value: show how ergonomic furniture improves wellbeing, productivity and saves space. Highlight mobility, durability and design and use demos or samples to prove how easy and effective the solutions are.

Are there any mistakes or misconceptions that resellers often make when positioning or quoting for furniture?

Yes, several common mistakes and misconceptions can limit a reseller's effectiveness:

- **Selling on price or features alone**
Many resellers focus solely on cost or product specifications, overlooking the broader benefits such as ergonomics, wellbeing, productivity, and space optimisation.
- **Ignoring long-term ROI**
Buyers may focus on upfront costs, but resellers often miss the chance to highlight long-term value, including fewer workplace injuries, higher employee satisfaction, and better retention.

- **Overlooking demos and visual examples**

Showing the solution in action can significantly improve customer understanding and confidence, yet this step is often underestimated.

- **Forgetting compliance and standards**

Ergonomic products can support workplace health and safety regulations. Resellers miss opportunities when they don't connect their solutions to compliance and risk reduction.

- **Not tailoring solutions to the environment**

Instead of focusing on individual items, resellers should consider how furniture fits the overall space, workflow, and team needs.

- **Underestimating the importance of training and support**

Even the best ergonomic solutions won't deliver results if employees don't know how to use them. Offering setup guidance, training, or after-sales support adds real value.