

How to Talk About the Category - Tech

Technology can feel complicated, but talking about it doesn't have to be. The aim is to keep conversations simple, relatable and focused on how people actually work. Most customers aren't looking for technical detail - they want solutions that make everyday tasks easier, smoother and more comfortable. When dealers feel confident about the basics of the category, it becomes much easier to ask the right questions, spot useful opportunities and link products to real-world needs. This overview is designed to support that confidence, so tech feels like a natural part of the conversation rather than a specialist topic.

What the Category Includes

The tech category covers a wide range of products that support modern working, including:

- Devices such as laptops, tablets and monitors
- Accessories like headsets, webcams, keyboards and mice
- Connectivity and setup essentials such as docking stations, cables and adapters
- Comfort and productivity tools like laptop risers, monitor arms and ergonomic peripherals

These products help people work more effectively whether they're in the office, at home or on the move.

Why the Category Matters

Technology is central to almost every role. When it works well, people barely notice it. When it doesn't, it becomes a daily frustration. Poor audio, unreliable connectivity, uncomfortable setups or outdated devices can all slow teams down. Helping customers choose the right tech can improve productivity, reduce stress and create a better working experience.

How Customers Think About Tech

Most customers don't start with products - they start with problems. They might mention:

- Struggling to hear colleagues on calls
- Teams moving between spaces and needing flexibility
- Hybrid working challenges
- Slow or unreliable devices
- Discomfort from long hours at a desk

These cues open the door to simple, helpful conversations about solutions.

Key Takeaway

Talking about tech is less about specifications and more about how people work. When dealers understand the category, listen for everyday frustrations and keep recommendations simple and practical, technology becomes an easy, natural part of the conversation and a powerful way to add value for customers.