



ST TECH CONSULTANCY

Accelerator Kit Quick Start Guide

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Your Opportunity

- 400,000+ UK meeting rooms
- AV & IT growing ~7% annually
- Customers expect modern workspace technology
- Dealers miss opportunities when your customers don't know you can supply AV & IT
- The *Accelerator Kit* removes the knowledge barrier, so you can confidently offer complete solutions with AV & IT

Your Commitment

- ✓ Send 3 promo emails
- ✓ Add web banners
- ✓ Add email banners
- ✓ Include AV & IT messaging on quotes
- ✓ Share Workspace Collection
- ✓ Submit all opportunities via enquiry form

How to Use the Toolkit

1 Web Banners

- **Add to homepage or workspace pages**
- Link to the Collection or an enquiry form
- Keep live to build long-term visibility

2 Email Banners

- **Add to all sales & account manager signatures**
- Include on all invoices and quotes
- A fast way to raise awareness with every email sent

3 Workspace Collection - Your most valuable asset

- **Use in furniture meetings, quotes & fit-out conversations**
- Share PDF/Flipbook
- Add to your website using the embed code
- Includes products + high-margin services (install, support, cyber, sustainability)

4 Email Campaigns - 3 emails included

- **Send across one month to your complete database**
- Reinforce your capability & promote early engagement

5 One-Pager

- **Attach to quotes**
- Use as a meeting leave-behind
- Great for landing pages and quick introductions

6 Submit Opportunities

- **Use the online enquiry form**
- It guides your questioning and captures key details

These simple steps will build awareness and drive demand of your AV & IT Category.

AV & IT adds margin to existing sales and opens new revenue opportunities with new and existing clients.

When Enquiries Arrive

1 Send enquiries to:

www.st-tech.co.uk/project-enquiry-form

Complete Project requirements

2 Activate Package commences:

Support Includes:

- Scoping
- Product matching
- Pricing & timelines
- Installation coordination

You own the customer relationship and the increased margin!

Conversation Starters

“Are you aware we now supply digital display and video-conferencing solutions, including install and service?”

“Are your meeting rooms equipped for hybrid working?”

“Have you seen our complete Workspace Collection?”

“Who looks after your display and meeting room technology? We now offer displays, VC and full install packages.”

“How are your teams finding your current video-conferencing and display setup?”

How do you manage visitor management and meeting room booking?

“What challenges do you have in your meeting rooms or collaboration spaces at the moment?”

“How do you currently manage upgrades or issues with your meeting room tech?”

**Use the tools. Stay visible. Submit every opportunity.
This is how you Accelerate growth.**



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