

Sales Tools & Strategy

What are your top 3 selling tips for dealers looking to grow their furniture offering?

Sell the solution, not just the product. Focus on how the furniture improves comfort, productivity, or the look of the workspace, rather than simply listing features or prices. Link every recommendation back to a real benefit for the customer.

Stay proactive with existing clients. Regularly check in to spot new opportunities, whether it's a team expansion, rebrand, or relocation. Most businesses grow or change and every change is a potential sale.

Use your supplier's tools and support. From imagery and brochures to product training and quick-ship ranges, you don't have to do it all alone. A well-supported dealer is a more confident seller.

Can you share any case studies or examples where dealers have successfully diversified into furniture?

Absolutely, we've seen several dealers successfully grow their business by adding furniture to their offering, often by starting small and building gradually. One example is a reseller who originally focused on office supplies but began offering task chairs to a handful of loyal clients. After receiving positive feedback, they expanded into full meeting room and breakout space packages, using manufacturer support for visuals, swatches, and delivery. Another dealer specialised in print services but diversified into desking and storage during the pandemic, tapping into demand for home office setups and later rolling that into full office refurb projects. The key in both cases was listening to customer needs, leaning on supplier expertise, and treating furniture as a long-term revenue stream, not a one-off sale.

What support do you offer dealers (e.g. planning tools, layout services, brochures, swatches) to help win business?

We offer a wide range of support to help dealers win business and grow their furniture sales. This includes high-quality brochures and imagery, fabric swatch packs, and sample products to help bring ranges to life for customers. Our team can also assist with space planning, layout visuals, and 2D/3D renders, helping you present a clear, professional proposal. For larger or more complex projects, we can work with you to tailor solutions or advise on bespoke options. You'll also have access to detailed product specs, CAD blocks, and fast-track ranges, plus marketing support if you need help promoting new lines. We're here to make it easier for you to quote with confidence and secure the sale.