



What's your advice for identifying opportunities within an existing customer base?

Start by looking at what you're already selling. Your existing range and current customer buying patterns will show you exactly where the opportunities are - you just need to know what to look for.

Are you regularly supplying office furniture? There's a chance to introduce workspace technology like monitor arms, webcams or conferencing kits. Are your customers buying business essentials every month? That's a clear opening to start offering complementary technology solutions.

It's not always about adding new products - it's about identifying gaps in what your customers are already buying and helping them get more from you, not someone else.

I can work with you to review your current product mix and customer profile and show you where there's potential to introduce top-selling, high-margin solutions that make sense for your business. As we know, often the biggest wins come from simply making existing relationships more valuable - not chasing new ones.

Want to uncover the opportunity in the accounts you already have?

Visit www.ST-Tech.co.uk or get in touch and I'll help you identify what's next.

What training or support do you offer for sales teams new to tech?

Technology does not need to be daunting - and neither does selling it.

I offer straightforward, no-jargon training that's designed to give your sales team the confidence to start having technology conversations with customers. Whether you're completely new to the category or just looking to build confidence, I can work directly with your team to break things down, answer questions and take the fear away.

The focus is always on what's relevant to your customer base and your business - no tech-speak, no complexity, just clear guidance and practical support.

I can also connect you with leading brands to arrange product demos, direct training sessions and provide access to sales sheets, spec guides and promotional materials. Whether it's one-to-one, team sessions or informal drop-ins, the goal is to

help your team feel ready to talk about technology in a way that fits naturally with the rest of your offer.

If you'd like help getting your team up to speed and confident with technology, I'm here to support you.

Visit www.ST-Tech.co.uk or get in touch and let's get started.