

## **Furniture Category Selling Guidance**

### **What advice would you give to a dealer who's new to selling furniture?**

If you're new to selling office furniture and seating, start by getting to know your product range thoroughly, understanding the features, finishes, lead times, and what problems each item helps solve, the benefits. Ask plenty of questions to uncover what your client actually needs, whether it's a quick turnaround, ergonomic solutions, or help creating a professional-looking workspace. Don't be afraid to lean on your supplier for support from product advice to marketing content and always think long-term: great service and honest guidance turn one-off buyers into repeat customers.

### **What are the most effective ways for resellers to introduce your furniture range to existing customers?**

One of the most effective ways for resellers to introduce a new office furniture range to existing customers is by tying it to a specific need or opportunity, whether that's an upcoming move, a refresh of a meeting space, or a shift to hybrid working. Rather than sending a generic catalogue, pick out a few hero products that fit the client's environment or budget, and present them with a short, tailored email or proposal. Sharing case studies or real installation photos can help bring the range to life, and offering a limited-time promotion, free sample chair, or design consultation can encourage engagement. Most importantly, make it relevant and show how this range adds value to *their* workspace.

### **Are there specific customer types or sectors (e.g. education, corporate, healthcare) that are a good starting point for furniture sales?**

Yes, sectors like education, corporate offices, and co-working spaces are strong starting points for furniture sales, as they tend to have ongoing needs, multiple spaces to furnish, and a focus on employee or user comfort. Education settings often require durable, budget-conscious solutions with high volume potential, while corporate clients may prioritise design, ergonomics, and brand image. Co-working and serviced office providers are great for repeat business, as they regularly reconfigure spaces and need fast, flexible solutions. Public sector and healthcare can also be valuable, though they may require more paperwork or tender processes. Starting with sectors where you already have contacts can make the process smoother.