

# How Design Flexibility from Office Furniture Suppliers Benefits Dealers

*Industrial-looking furniture provides younger companies with an established look. This creates trust in the business, emphasizing a critical first impression.*

AUSTIN, TEXAS, UNITED STATES, February 20, 2017 /EINPresswire.com/ -- Like all other successful business operations, the key to success for office furniture dealers is a marriage comprised of two critical elements: First, you need to understand your customers well enough to know what they really need (even if they don't). Second, you need to be able to deliver unique solutions that distinguish your product and service offerings from the competition. That's where Formaspace can help, thanks to our fully custom, built-to-your-specifications manufacturing capability.

What does it take to be a successful [office furniture dealer](#)?

In our experience, the most successful furniture dealers have an uncanny ability to understand exactly what their customers want. They can also lead them to attractive, unique, and perhaps unexpected furniture solutions — ones that make their customers really happy.

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Read here to find 3 ways your company can benefit from industrial-looking interior design furnishings.”

*Formaspace*

It's a continuous challenge to do this well.

Why? Customers are more informed than ever — they keep up with the latest workplace and office design trends.

It's no longer sufficient to only offer standard issue 'cookie-cutter' furniture from a catalog; that's not going to win the customer's order.

As a business person, you make it your job to keep up with the latest in consumer trends. And no doubt you've taken notice of the rise in consumer's preferences for unique, made-by-hand products — whether it's food and drink, clothing, or home decorating design.

This 'artisanal' trend is now gaining a foothold in custom manufactured furniture for offices.

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Height-adjustable conference table

As a result, today's successful furniture dealers are increasingly taking advantage of customized solutions to gain a competitive advantage.

Offering [customized furniture](#) strengthens Customer Relationships

The benefit of offering unique furniture extends beyond winning the order for the original sale.

You'll establish a stronger relationship with your customer, which is important for the next time they expand their business or move locations.

And the benefit of providing custom furniture solutions doesn't stop after the initial sale.

Once you've created an impressive installation, the customer's own customers, employees, visitors, and suppliers will help spread the word, providing significant free advertising for your business for years to come.

How does this approach work in practice? Start by identifying the possibilities.

When you meet with a prospective customer, start by identifying possibilities that will capture their imagination. Here are two ideas to get the conversation started:

Offer a one-of-a-kind signature furniture pieces with bespoke design elements  
Design customer furniture with functionality that transforms a particular location

The key is to listen carefully to what your customer is saying, and to look closely at their office space

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Standing at height-adjustable conference table

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Industrial Height-Adjustable Conference Table by Formaspace

to identify clues that will help you zero in on a winning solution.

By the way, this has been our philosophy here at Formaspace for the last 30 years: we always ask the question ‘what is your biggest problem?’ and we try to develop a solution. We’re in the business of providing custom solutions, not just selling products.

Now that you’ve received feedback from your customer, ask yourself these three questions:

1) Does the customer’s office space have unique architectural features that could be enhanced with dramatic furniture installations? First impressions matter. Consider how [custom-made furniture](#) with signature design elements situated in the customer’s lobby could set them (and you) apart from the competition.

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Extra large lounge table by Formaspace

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