

HOW TO... BUNDLE!

THE BUSINESS BENEFITS OF BUNDLING?

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Have you thought about the business benefits of bundling?

We often see demand from end users for the best value 'bundle' of a projector with an interactive whiteboard. Particularly in education, buyers will want to make sure that the projector is bright enough for their requirements but they may not be as concerned about whether it's a HP, NEC or Toshiba projector as much as they will be concerned with getting the right price. What we often find is that when buyers look at bundles, the choice of the projector brand will often be determined simply by what comes with the desired interactive whiteboard. Therefore the interactive whiteboard leads the classroom sale and the projector brand is less of an issue.

When buying an interactive whiteboard for your clients there are significant and measurable advantages for you in purchasing your projector, fittings and fixtures at the same time, from the same distributor, in a bundled solution.

Primarily, compatibility will already have been established by the distributor of the projector and interactive whiteboard. Not only will the hardware be the best combination, the inclusion of the required brackets or poles in the equation will ensure that they are the right height and distance for installation purposes.



Planning in this way means that your installers can walk into an installation, have less preparation work to do and have everything in place to be as efficient and effective as possible for the client.

Logistically of course, all of the equipment arriving together in one delivery has a multitude of business benefits for the reseller. If you have a projector coming from distributor A, an interactive whiteboard from distributor B and a range of additional components coming from other sources, you are stacking up your deliver costs.

One distributor providing a single delivery time not only cuts delivery charges but also means that the equipment all arrives at one time. Delivered together, the equipment requires just one signatory to be tracked down, the products can all be placed in one room and the installer has everything he needs at his fingertips. This reduces the cost in the transaction for the reseller whilst still providing value. ■

TOP TIPS

MAKE GREATER MARGINS ON BUNDLES OF PROJECTORS

>> 1. YOU DO NOT NEED TO DEVELOP AN ENTIRE SALES AND INSTALLATION STRUCTURE TO SUPPORT YOUR SALE OF INTERACTIVE WHITEBOARDS.

>> 2. VALUE ADDED DISTRIBUTORS CAN NOT ONLY PROVIDE THE BUNDLED SOLUTIONS BUT CAN WORK WITH DEALERS TO GET THEM UP TO SPEED.

>> 3. BUNDLES CAN BE PROVIDED AROUND A SINGLE PRODUCT. TAKE A PROJECTOR AND ADD A LAMP, SPARE CABLE, CARRY CASE AND WARRANTY AND YOU HAVE A 'PEACE OF MIND' BUNDLE.

>> 4. BUNDLES CAN ALSO BE APPLICATION DRIVEN. A 'MOBILE' PRESENTER MAY BE ATTRACTED TO A MICRO PORTABLE PROJECTOR THAT FITS INTO HIS LAPTOP CASE, ADD A REMOTE MOUSE, A 24-HOUR TECH SUPPORT LINE AND YOU SUPPORT AN END USER REQUIREMENT THROUGH A BUNDLE APPROACH.