

HOW TO...

# SELL INTERACTIVE WHITEBOARDS

The sales process in motion

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Adding interactive whiteboards to an office equipment dealer's product portfolio may initially, require a higher level learning curve to develop sales. However the rewards of stronger margins are there for the dealers committed to driving this market.

A key thing with this technology is that the customer has to see the technology in action. Unlike a printer or projector where a customer may buy on specification, with interactive whiteboard technology they really need to see how it can add value to their business. Therefore, when deciding which interactive whiteboard to sell to a customer, consideration should be paid to things such as ease of use and flexibility.

Additionally, let customers see it in a setting that is relevant to them. Paint the picture of how it could be used in their business to increase productivity in meetings, more effective brainstorming or more new way of delivering efficient training. It might sound obvious but a basic understanding of what the customer does helps if you can then turn the sale into a solution sell for them. From my experience office product dealers are excellent at getting across a ROI argument, so although it is a different product category, the same model applies.

A fundamental in this sale is to speak to the right person – unlike a printer or photocopier where everyone in the business understands what a product does; interactive whiteboard technology is relatively new to the corporate market. What interactive whiteboard technology can deliver is not widely known, but there are people within an organisation who will automatically see the power of it. Try to meet these people and make them



your champions. You will find that they then convince and help others embrace the technology.

Also, ensure that you approach organisations (especially large organisations) with a larger solution in mind. If you sell one interactive whiteboard that is great but it is actually a product that can be sold in as a wider scale implementation. Dealers need to help guide the process and work in a more consultative way to do this. Sell interactive whiteboard technology as "a way of conducting business". Once you can show that the investment in time saved pays for itself.

Finally, dealers do not need to develop an entire sales structure to support this, as value added distributors can work with dealers to get them up to speed. Some distributors have business development consultants who are more than happy to support the initial stages of the sales process alongside the reseller as well as accredited training schemes to get a dealer's confidence levels up. ■

## TOP TIPS

>> 1.

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>> 2.

**SPEAK TO THE RIGHT PEOPLE, WHO IMMEDIATELY GRASP THE POTENTIAL, AND MAKE THEM YOUR CHAMPIONS. YOU WILL FIND THAT THEY THEN CONVINCE AND HELP OTHERS EMBRACE THE TECHNOLOGY.**

>> 3.

**APPROACH ORGANISATIONS WITH A LARGER SOLUTION IN MIND. IF YOU SELL ONE INTERACTIVE WHITEBOARD THAT'S GREAT BUT IT IS ACTUALLY A PRODUCT THAT CAN BE SOLD IN AS A WIDER SCALE IMPLEMENTATION.**