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25/08/2022

## How OLG Supports Resellers.

As a reseller of office furniture, you'll understand how challenging it is to select a wholesale supplier for a long-term partnership. Do you pick the supplier with the cheapest prices? Maybe you're only interested in fast delivery and a complimentary install service? Or does your reseller business need something more from your office furniture wholesaler?

At OLG, we've been supplying wholesale furniture to Australian resellers for over a decade now, providing brick and mortar retailers with quality inventory and outstanding service at competitive prices.

To help you choose, we've compiled a list of the things our reseller customers tell us they need from their suppliers. We'll discuss some of the solutions we've developed specifically for your business, as well as some of the advantages our other partners enjoy from choosing OLG, and by the end of this article, you'll have a much clearer idea of how we can support you too.

### Reseller Specific Support

At OLG, we've been focused on servicing the increasing number of office furniture resellers through innovation, a robust freight network and exceptional customer service. In fact, we've grown into a specialist reseller wholesaler!

Here is just a couple of things we do specifically for our reseller partners.

- Reseller Only Discounts – We like to reward loyalty! As a partnered reseller, you'll have access to our exclusive price lists which includes discounted ranges and special delivery options.
- Y2K – "Yours to Keep" Offer – Want to feature OLG products in your showroom but don't have the capital to buy it all up front? Our Y2K consignment offer allows you to pay off selected office furniture over the course of 10 months with no interest or additional fees.
- Photorealistic Marketing Collateral – Our expert designers create photorealistic marketing renders for your website and social platforms. Just like our packaging, we can add your company logo to all your catalogues, spec sheets and promotional material to help you sell to your customers.
- Direct Delivery – Having that zero-touch experience with your customers is a value-added service that sets you apart from the competition. OLG offers an end-user delivery service to your customers, anywhere in Australia\*
- Installation Services – Our team of professional installers can provide that final step in your customer's experience. From saving your customer time to completing complex soft-wiring assemblies, OLG's expert staff will get it done.

But in what other ways can OLG support you as a reseller?

### How OLG Supports You

#### Quality of Inventory

When it comes to inventory, it's not just about how many products appear on a wholesaler's online catalogue. If your customers have ever tried to order anything online, only to be met with the dreaded "Out of Stock" message at checkout, you'll understand how important it is to have products on hand.

If your furniture wholesaler doesn't have a large local inventory of product, your normal three-to-five-business-day delivery can turn into an international logistics nightmare stretching weeks to months. In saying that, having enough stock on hand is only part of the story.

A good wholesaler will have a wide range of high-quality products available in a selection of materials, colours, and finishes.

A great wholesaler will also carry a suite of complimentary accessories to match. Everything from desks and chairs to monitor arms, cable management solutions and more.

Beware of wholesalers that supply cheap, mass-produced furniture that will likely need to be replaced in a few years. You should also check to see what warranty or repair services are offered on their products.

When OLG first opened its doors in Australia, our product team's philosophy was to design office furniture that would have a lifespan of at least 20 years. While we initially offered an industry standard 5-year warranty, it became apparent that our products were lasting the test of time. This confidence in our materials and manufacturing process led us to extending the already generous warranty period to a massive 10 years!

#### Customisation

As managers around the world try to convince their employees to return to the office, one complaint gets raised with us regularly. Not everyone is a fan of black and white designs, despite their popularity in the office.

End users of our products have long been asking for customizable extras and colour options that set them apart from their competition. This can come in the form of acoustic screens covered in your choice of vibrantly coloured fabrics or custom tabletops and chairs upholstered to match your office décor.

On top of bespoke customisation options, bonus points go to any furniture wholesaler that operates their manufacturing processes here in Australia and can save time by doing the work locally.

Not only do we provide these options and more, but at OLG, we're known as a "white label" furniture wholesaler, able to provide you with branded or unbranded products depending on your specific requirements. We're famous for our customisation processes, having supplied some of Australia's biggest companies with tailor-made products.

While our packaging does have a simple logo, we have the ability to add your company or distributor logo to the products we supply you. In addition to this, we can provide branded spec sheets, install instructions and images to help you with your offering.

#### Photorealistic Renders

There's nothing worse than realising something you bought looks nothing like what it does on the box. Too many office furniture wholesalers rely on cheap renderings and poorly photoshopped graphics that have been supplied by an overseas manufacturer.

Marketing collateral and online catalogues with updated, photorealistic renderings will always help potential customers visualize the furniture in their space. They can also be used to demonstrate what customisations can be added to specific products.

OLG's partnered resellers enjoy a wealth of high-quality product renders, catalogues, and branded spec sheets to help them sell to their customers.

#### Use of Facilities

As an office furniture reseller, your showroom is your pride and joy. Having your product range on display for customers to touch and see can be the difference between making a sale and your customer leaving empty-handed. In fact, most deals are fought and won on the showroom floor.

From time to time, you might wish to show your customers a specific type of office furniture, only to realize you have no stock available and no floor models to demonstrate.

OLG extends the use of our purpose-built showroom in Macquarie Park to all our resellers who don't want to miss out on a sale. We can either arrange a guided tour or allow you to show your customers through on your own.

#### Delivery & Installation

As much as we all love spending four hours building an IKEA flatpack, it's always going to be better when a professional does it. Quality furniture wholesalers often offer delivery and installation services, even for your customers. This can include any soft wiring or complex installs that require a certain level of expertise.

When choosing a furniture wholesaler, speed of delivery is also a crucial factor to consider. Having local inventory is fine but if the order sits in a warehouse for a week before being dispatched, it defeats the purpose.

An experienced wholesaler will also be able to provide different tiered delivery options. Everything from full container delivery all the way to direct customer setup.

OLG has one of the most robust freight and logistics networks in the industry. Not only do we have an efficient and established global shipping route, but for the stock we have on hand, we aim for same-day dispatch of all products headed to our resellers.

#### Project Management

Far beyond just delivery and installation, the best furniture wholesalers can offer end-to-end project management for large or complex office fit outs.

While large-scale projects don't often cross over into the reseller space, OLG has the expertise and staff to be able to accommodate certain projects on your behalf. Imagine being able to send prospective customers a quote on a project that previously would have been well out of reach.

This has the potential to remove the need for a dedicated PM on the client side, ensuring that projects are completed on time and under budget.

#### Transparency & Honesty

Transparency and honesty in business can be something of a rare trait but look for a furniture wholesaler that tries to be open about everything they do. This covers everything from having realistic marketing to not misrepresenting stock numbers, all the way to reading out the fine print in the sales process.

There are a few ways to tell if your furniture wholesaler puts honesty and transparency at the forefront of their business.

- Does your furniture wholesaler publish educational content, (like the article you're reading right now) that is both helpful and unbiased?
- Can you be certain that the products sourced are both sustainable and ethically sourced?
- Is your furniture wholesaler clear about their warranty, repair and replacement policies?

At OLG, we're a family-owned and operated business with an emphasis on integrity, honesty and providing the best value possible to our customers.

#### Customer Experience

It's important that your furniture wholesaler treats you like a partner instead of just a customer. So, what does that look like?

Well, as a partnered reseller, this includes providing you with a single point of contact – whether that be a dedicated account manager or a project manager for large installations.

But our commitment to customer service goes way beyond just having a reseller hotline. Resellers partnered with OLG enjoy access to a customized client portal to make ordering, invoice payment and post-sales support much easier.

Being a reseller with OLG comes with a lot of perks, but our focus on your customers is one of the best.

So, what next?

If you've made it this far, it's obvious that you're excited about the next step. These are just some of the advantages that OLG resellers enjoy from being part of the family.

There's a whole lot more we can offer that can't fit in this article, so before you meet with our friendly sales representative, make sure you make a list of challenges in your business, and we'll see if we can solve them!

**Still not convinced? These are just some of the reasons OLG is the preferred office furniture supplier for so many Australian resellers. If you need help choosing the best furniture wholesaler for your business needs, feel free to drop us an email at [info@olgoffice.com](mailto:info@olgoffice.com) or give us a call on (02) 8188 2732.**