



30/11/2022

# How OLG's Client Presentations & Site Visits Can Help You Win a Deal.



By: [Jared Hale](#)

We've found that one of the best ways we can support you is by representing your business in client meetings, presentations, and site visits.





In the traditional supply chain model, everyone has always stuck to their role. The wholesaler sources products from the manufacturer and you, the retailer or project manager, has always dealt directly with the customers. Very rarely is there ever interaction between end user and wholesaler.

At OLG, we want to break down these traditional barriers and support you in any way that we can. After more than a decade of supporting Australian office furniture businesses, we've found that one of the best ways we can do that is by representing your business in client meetings, presentations, and site visits.

We're not trying to steal business away from you, in fact, it's quite the opposite. One of our core principles is that we only win when you do, and so in this article, we'll explain exactly how bringing us along to your customer meetings can give your business that competitive edge at the negotiating table.

## Site Visits

There's a huge difference between an office space you see represented on a floorplan and the physical space in real life. Even when your plans are perfectly to scale, the reality can be vastly different. We have countless stories from our delivery team that have been unable to complete an installation due to hidden structural surprises they find on site.





It's no exaggeration to say that a few millimetres can be the difference between a flush install and an ugly eyesore. In fact, on a recent project OLG completed, a concrete lip that covered half the office floor was only discovered when the team turned up to do the install. This resulted in not only a delay in completing the project, but also additional charges being added to the invoice.

For this reason, we will often insist on visiting the future site to make sure that it matches the supplied floorplan.

But it's not just about saving money and avoiding additional work at the last minute. Seeing the future office space in person can help a lot in the context of style, aesthetic and how the room "flows". After visiting, we're better able to recommend certain products, colours, and materials for your proposal.



## Client Presentations

One of the most crucial moments in any deal pipeline is when you deliver your proposal to your potential customer. They've already supplied their requirements, special requests, and budget and now it's all up to you to wow them with your best solution.

When it comes time present your tender to your client, OLG can provide an experienced project manager or product specialist to attend. They can deliver possible solutions and answer any design or function questions your customer might have in the same meeting. Having this brand specialist on hand gives your proposal an added layer of professionalism as well as giving us the ability to make last-minute changes to the proposal on the spot.

More than just a point of authority at your meetings, our attendance can help demonstrate to your client that you are both invested in their project, and you have the professional network to see it through to completion.





## What Additional Services do OLG Offer to Help You Win a Deal?

Our client presentations and site visit services is just one of many tools provided to our customers to help your tender proposal stand out against the competition.

Each of our project-specific services has been developed as a result of years of experience in the industry as well as knowing what excites your customers in the deal phase. While we can't guarantee that you'll be closing every deal after an OLG site visit or client presentation, we do promise you'll have a competitive advantage when partnering with us.

As one of Australia's leading office furniture wholesalers, we do everything in our power to support [project managers](#) and [resellers](#). For a full list of everything we can do, check out [How OLG Can Win You a Deal](#).

Stuck for ideas? Or maybe you just want an office furniture wholesaler that you can rely on. Get in touch with us [here](#) or give us a call on **02 8188 2732** so we can discuss some options.

Want to keep reading? Find out [what's new with OLG](#) or head over to the [OLG Learning Centre](#). There you'll find a curated archive full of educational articles and industry content, all completely free to use.

