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How OLG's Virtual Showroom Can Help You Win a Deal.



By: [Jared Hale](#)

In this article, we'll take a tour of OLG's Virtual Showroom and list all the ways it's become an invaluable tool in securing large office fit out deals. If you're not already using it, by the end of this article, you'll know exactly how our Virtual Showroom can help you win a deal.



As a reseller or project manager of office furniture fit outs, you know that presentation is everything. It's the reason why we built a premium, 900 square metre showrooms in Sydney's Macquarie Park. But for those of us not in Sydney, how can you show off the OLG range to your customer without pointing them to an online catalogue?

If Macquarie Park is too far, we've built a solution that's almost as good as the real thing! While it doesn't replace being there in person, our high-end virtual showroom is more than enough to impress potential customers.

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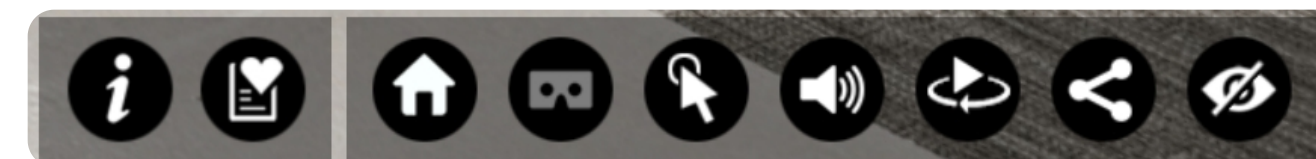


The OLG Virtual Showroom v1.0

At OLG, we've been pioneering the virtual showroom concept for almost a decade now. Our original prototype, version 1.0, was built way back in 2013, and at the time, it was the first and only virtual office showroom available on the internet!

It showcased the entire OLG range set up in a range of functional workspaces and customers could wander through at their own pace to explore.

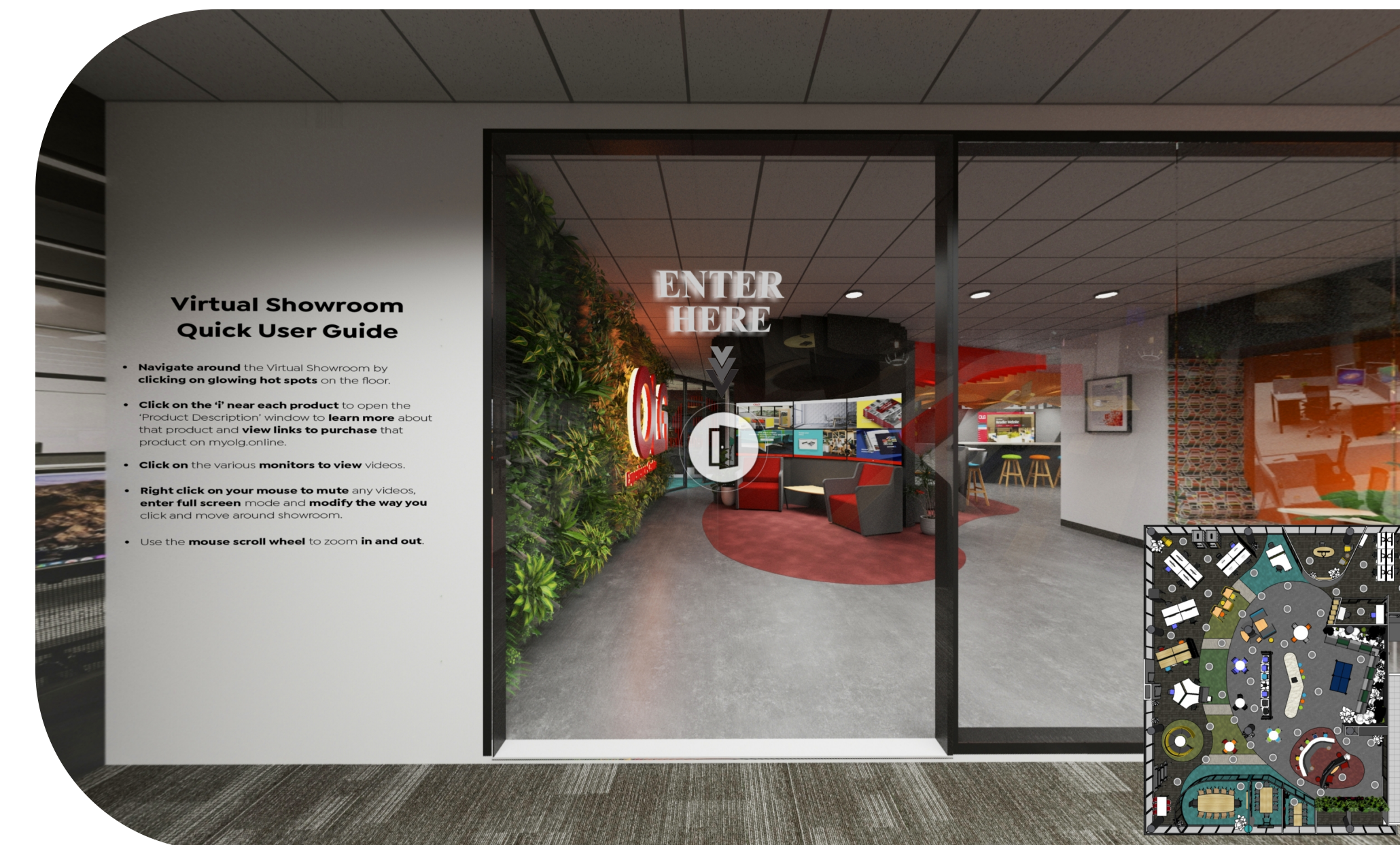
In the original virtual showroom, you could use your mouse to pan around, but any kind of navigation was impossible without clicking on a new scene. You had to look at all the products from a fixed angle and perspective.



Time For a Facelift

After 12 months and thousands of 4K photographs, we're finally ready to unveil the upgraded virtual showroom for our resellers and project furniture business clients.

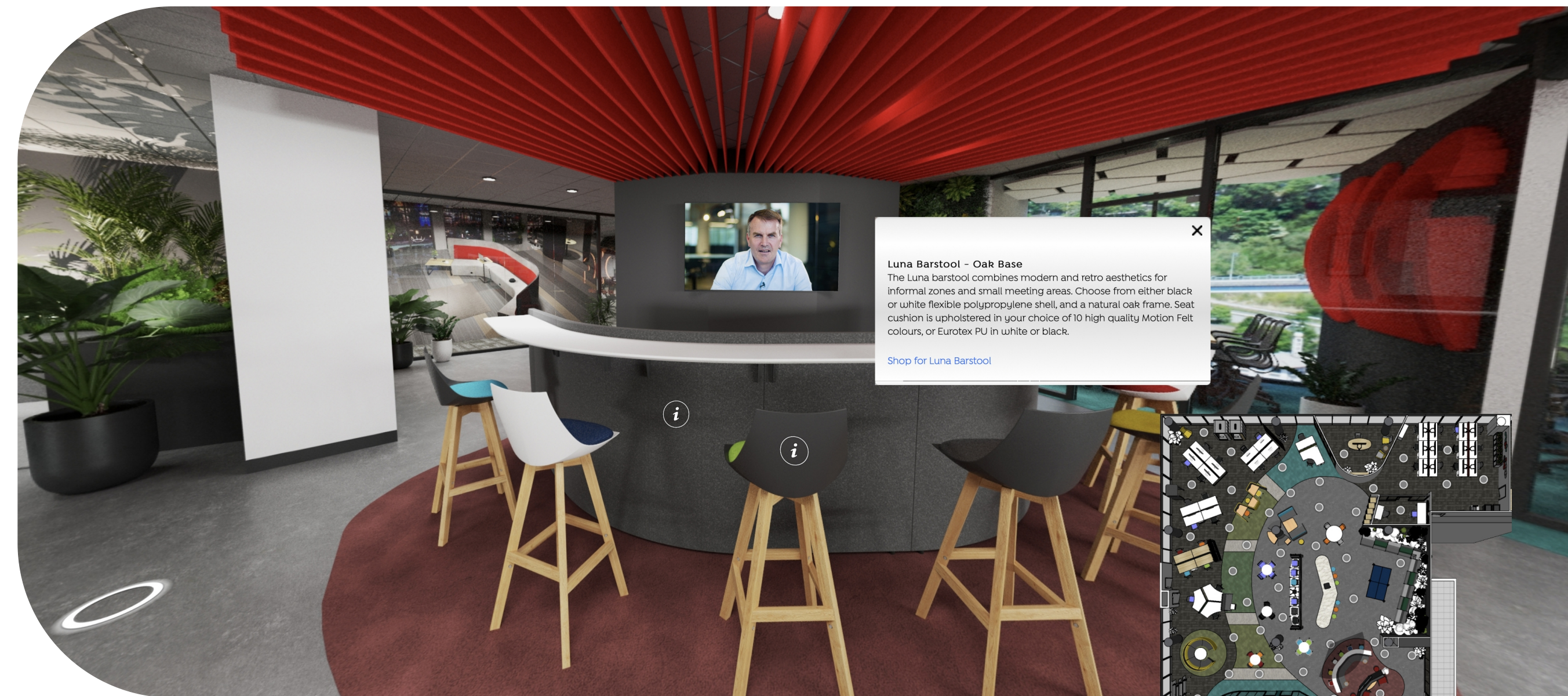
Like in the original version, you'll start your virtual showroom tour from the lobby. Clicking on the door icon will get the tour underway.



If you've played around with Google Street View before, you'll be familiar with the mechanism used to navigate throughout the showroom. Instead of using arrow keys or a controller to move around, you'll find pulsing white circles on the ground. Each one of these circles represents a new vantage point. (Pictured below)



As you explore the various displays and installations, you'll notice that many of the products have a floating information icon. Clicking on these icons reveals a product information pop-up with links to purchase from MyOLG.



Likewise, any TV screens, laptops or monitors you might find on your tour will have video content pre-loaded. One click on the screen and the video will start playing.

So, with all these fancy upgrades, there's still one questions our customers keep asking?

How Can OLG Virtual Showroom Help You Win a Deal?

● OLG's Virtual Showroom is Accessible from Anywhere

We may be a little biased, but as our home, we're big fans of Sydney. The only problem is, a good chunk of our customers don't live in the neighbourhood. If you can't get to the OLG Sydney Showroom, then the showroom will come to you. Accessible from anywhere with an internet connection, you can walk your customers through our simulated office and take all the time you want!

● Our Entire Range is Viewable

If you visit our physical showroom, you're able to inspect around 90% of our current range in various configurations. We'd love to include our entire range, but we're limited to 680 square metres of floorspace. On the flipside, with virtual reality, the sky (or the cloud to be specific) is the limit.

Online, you can inspect our entire range of office furniture – over 60 different products set up in a natural, stylish, open-plan office environment.

● Find the OLG Easter Eggs

The OLG Virtual Showroom is packed full of hidden content. Everything from welcome videos to new product teasers and much, much more.

All of our virtual products come with a floating tooltip that displays a short blurb describing that piece of furniture.

● Ordering and Quote Requests

We've made it incredibly easy to cross reference the products you're seeing with our latest price lists and order forms. After clicking on any product information tooltip, you're able to navigate directly to the MyOLG shop to learn more and/or select the item for purchase.



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

More than just a catalogue of wholesale furniture, at OLG, we're focused on [enabling and empowering our customers to manage and deliver large-scale deals](#) as they become available.

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 using OLG's virtual showroom, we do promise you'll have a

competitive advantage when partnering with us. 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.

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