



By: Jared Hale

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

There's one truth that remains evident across almost every type of retail business in the world. Having a physical shopfront with products your customer can see, feel, and test drive will always be a better option than pictures on a catalogue.

When it comes time to send in a proposal or quote for a large office furniture project, having a high-end showroom at your disposal can be the difference between your customer signing on the dotted line or walking away empty-handed.

At OLG, we've spent more than a decade helping project furniture businesses and resellers secure large fit out and refurbishment contracts. During that time, we've developed products, processes and people dedicated to helping our customers win deals and grow their businesses.

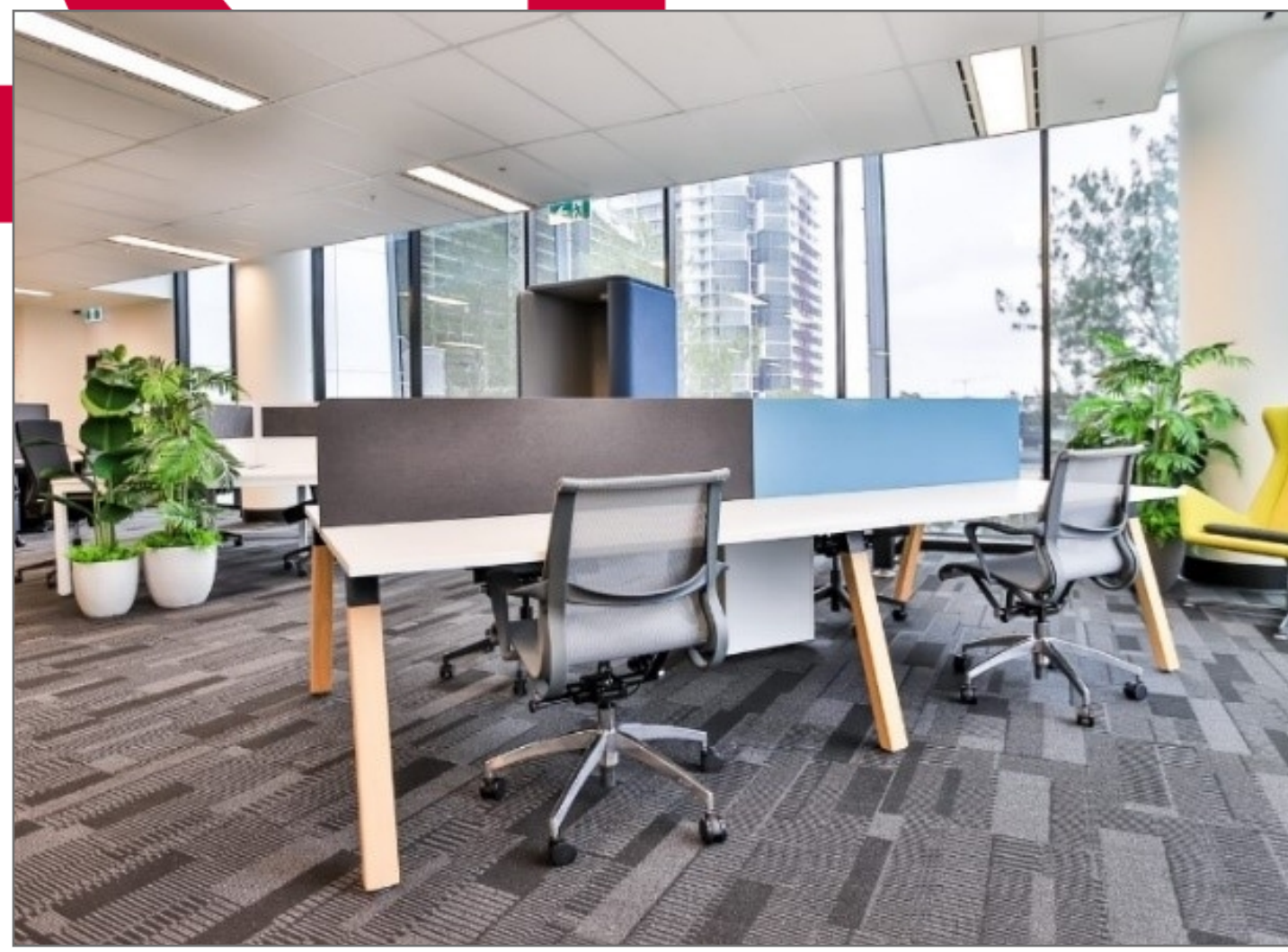
In this article, we'll describe our Sydney-based showroom for those who have never been, and detail how you can use it to impress and upsell your customers in the deal process. By the end of this article, you'll know exactly what kind of competitive edge our showroom can give you at the negotiating table.

The OLG Showroom - Level 1, 8 Khartoum Road Macquarie Park, NSW 2113



Located in the heart of Macquarie Park's business park, OLG's state-of-the-art showroom was set up in 2019 and boasts more than 900 square metres of innovative and fashionable office furniture layouts representing more than 90% of our entire range.

On display, we've set up tabletops in 13 different configurations. There's a mixture of office desks, meeting tables, break out tables, round tables, flip tables, and bar leaners - all arranged in functional settings. You'll also find every type of our screen solutions installed, all of which can be cut to size and customized on request.



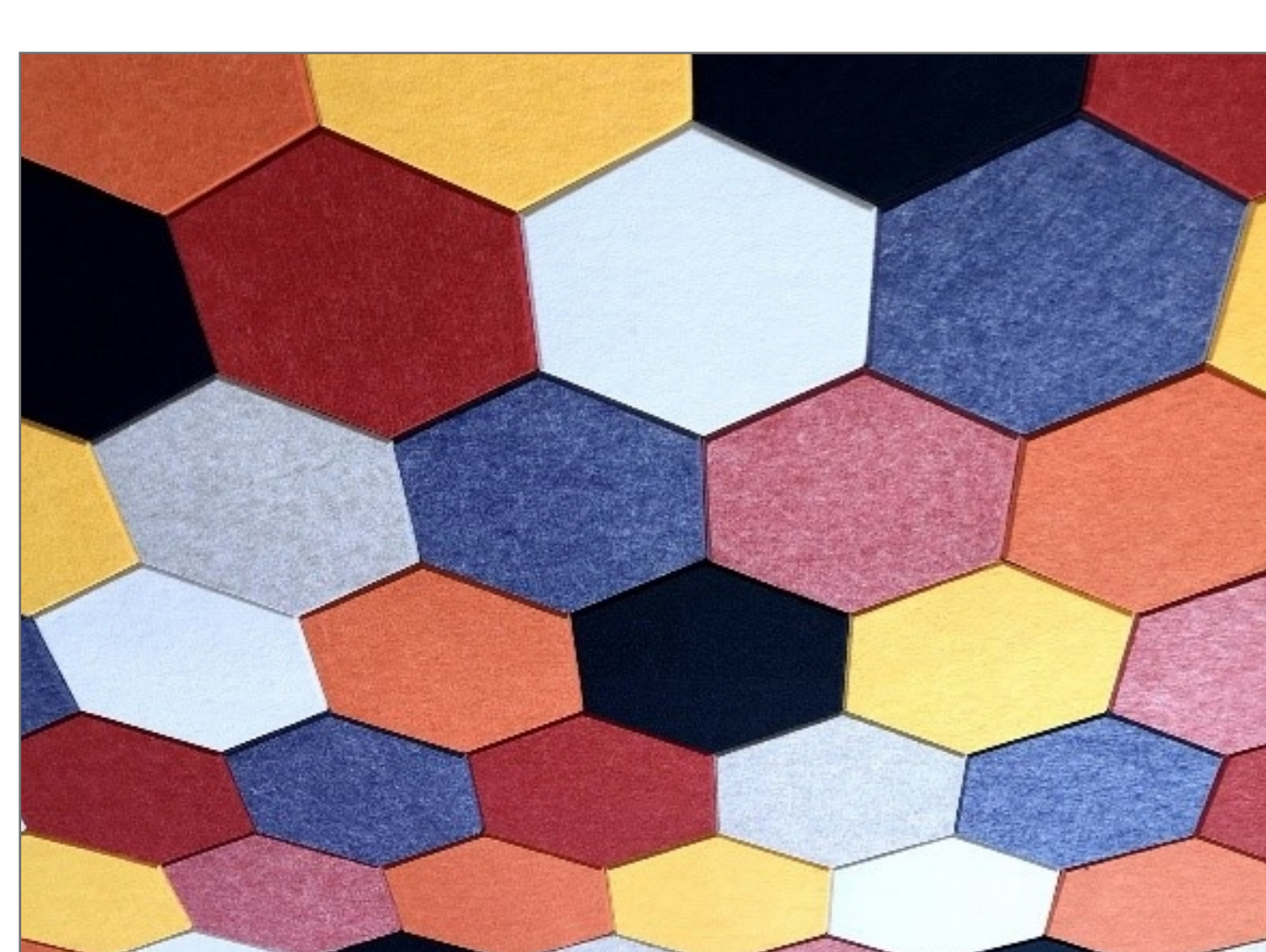
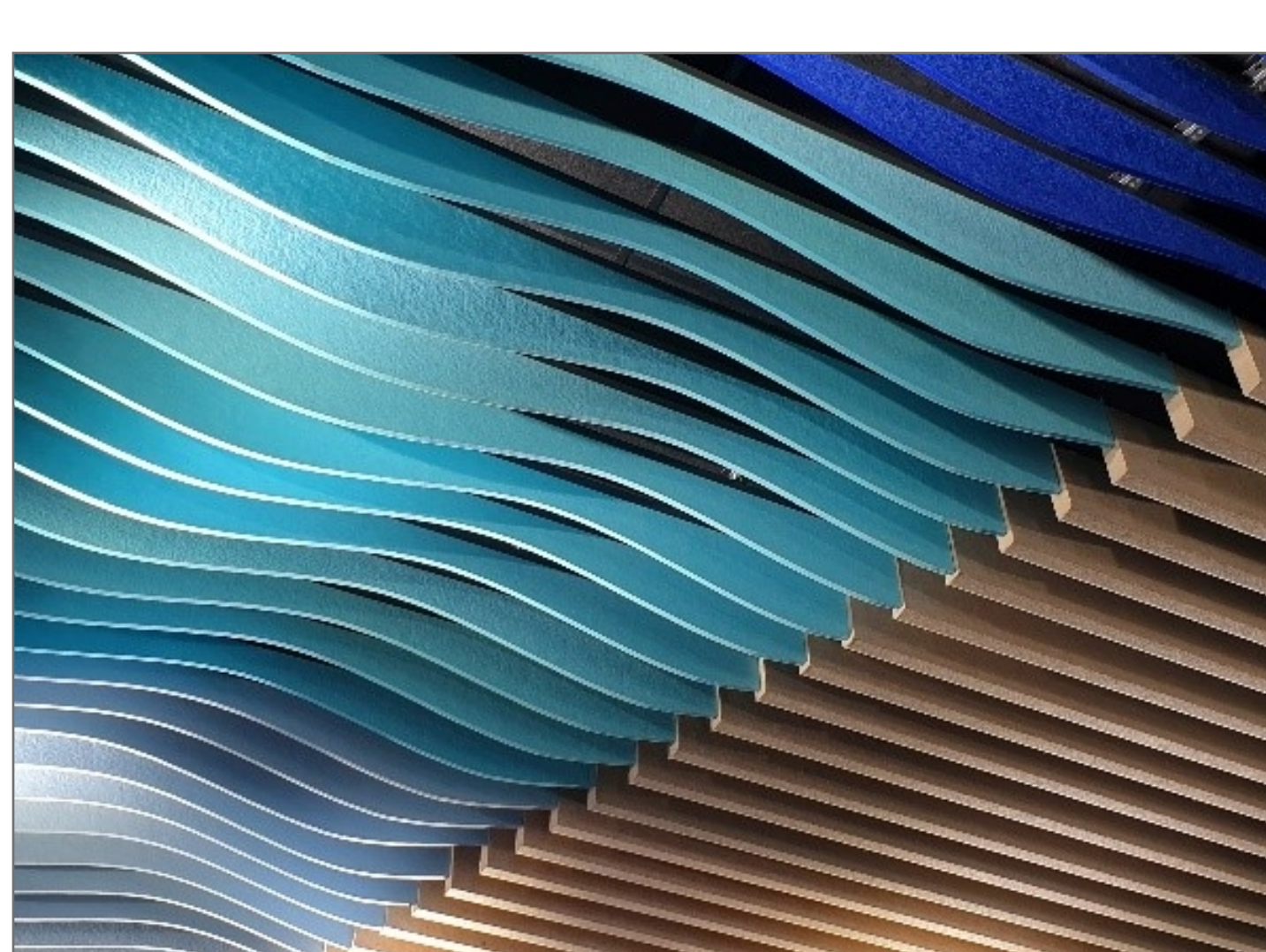
Our full range of Motion Office solutions has been installed in a range of configurations for privacy pods, break-out areas, reception, and modern kitchenettes.



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The OLG Showroom is also decorated in a range of AcoustiQ solutions designed to [help soundproof your office](#).



### How Can the OLG Showroom Help You Win a Deal?

There are a few ways the OLG showroom can give you a competitive edge when it comes to getting project deals across the line.

#### • Become an OLG Product Expert

Being able to recite the specs and features of a specific range of tabletops is one thing but having first-hand experience sitting at one of our workstations is a step up altogether. When you've taken the time to truly test our showroom products, you'll be much more confident when it comes time to recommend a specific solution to your customers.

#### • Style Inspiration

As a project manager, you're not just thinking about furniture, you also have to consider the flow and aesthetic of the space you're working with. The OLG Showroom is an eclectic mix of colour and modern office décor to match every taste. While you might not be a fan of every colour scheme in the showroom, there's certainly enough variety and options available to inspire your choice.

#### • Take Your Customer on a Showroom Tour

More than just a location to showcase our product ranges, at OLG, we open our showroom up to your customers as well! With notice, our showroom is available to you for client presentations and product demonstrations. In certain projects, we're even able to perform a complete rebrand of the showroom and marketing collateral to match your brand or business.

#### • Creative Backdrop for Photography / Video Content

If you're looking to take some real-world photography of the items you're offering in your tender proposal, our showroom can double as the ultimate backdrop for your content. With plenty of unique spaces for creative photography, the only thing you'll need to supply are the models!

### The OLG Virtual Showroom

If Macquarie Park is just a little too far for you or your customer to visit, we've come up with a premium solution that's almost as good as the real thing! While it can never replace being there in person, [our high-end virtual showroom](#) is more than enough to impress potential customers.

We've recently given the [virtual showroom](#) a facelift, so make sure you check it out today!

### How Else Can OLG Help You Win a Deal?

Our state-of-the-art showroom 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 using OLG's showroom, we do promise you'll have a competitive advantage when partnering with us.

If you have a tender or sales opportunity and looking for ways to set yourself apart from the competition, our sales team is here to help. Get in touch [here](#) or give us a call on **02 8188 2732** and we'll get to work.

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@olgooffice.com](mailto:info@olgooffice.com) or give us a call on **(02) 8188 2732**.