

# Get clear on your needs.

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Asking the customer what they're looking for — occupant needs, aesthetics, budgets, etc. simplifies the entire process by giving you parameters. Instead of choosing from hundreds of options, you'll narrow your search to just a few.

Plus, starting with occupant needs means your furniture will *actually* get used...which is what makes end users call up your dealer saying, "Everyone loves this furniture, how do we get more of it???"

## **TOP TIP:**

SHOW the power in your furniture, rather than hide it. Furniture with visible electrics simply gets used more. It's like a big neon sign saying, "Come use me, you can charge your phone while you're here!"

# Pick your product(s).

Once you know your needs, it's time to find the electric solutions that fit them. On the OE website, you can see all our products or filter by environment and application. Then, download the datasheets to learn more about which best suits your needs from Step 1. (In yesterday's email, I showed you a quick and easy process to use our datasheets to compare products.)

If nothing's quite right, you can always contact John to create something custom. We don't just tolerate custom projects at OE, we encourage 'em! That's why we don't charge a fee for design services — we love working with our partners to design the perfect piece for a job.



# Get in Touch!

Maybe you want to see how a product fits in your furniture. Or you need a precise quote. Or you're just confused by an aspect of electrics and need help figuring it out.

No matter what you need, John is your go-to guy. Just add this one email address to your contacts:

**[john.corner@oelectrics.com](mailto:john.corner@oelectrics.com)**

He'll either answer your question or connect you with the right OE team member who can. It should be easy to get the information you need. So we've removed some of the common hurdles.

# Make Installation Simple

When you receive your OE products, install them with our easy-to-follow assembly instructions.

Nothing messes you up more than when an order doesn't show up on time, right? That's why OE delivers on time, every time. Larger manufacturers with supplier scorecards consistently rank OE #1 or #2 in their supply chain for this very reason.

When your delivery arrives, you'll find IKEA-like diagrams inside, walking you through the install steps. You won't need an electrician (or an engineering degree) to install your products. It's easy for anybody to do.



# Repeat around the world!

Now that you've got electrics in your furniture, start bidding on projects for the Googles or Marriott hotels that outfit spaces around the world!

OE has already sold into more than 60 countries and we can install any international socket into our units. So your existing designs can be sold anywhere in the world, without needing to start from scratch with the electrics. The sky's the limit!