

Casegoods – An Overview

This module is an introduction to casegoods and their application, with an emphasis on qualifying the opportunity by asking intelligent and relevant questions from the very first meeting with the customer. Dealers save time and money when salespeople provide ‘best’ information to CAD/Design. When your in-house designers receive properly scaled drawings and the salesperson has effectively qualified the opportunity, the sale will go ‘from concept to PO’ faster, saving time and money for all!

Upon completion of this training the salesperson will know:

- The Casegoods Product Categories – Open Plan, Private Office, Team Space, Meeting/Training/Lunch Room/Outdoor, Height Adjustable
- The Components, Terminologies, Application
- The Qualification Process – The Customer Assessment Tool
- The Most Efficient Way to Work with Design – Space Planning 101
- The INDEAL Casegoods Manufacturers/Partners



This is a short training session lasting approximately 1.5 hours.



The ideal candidate for this course is a salesperson who is new to the office furniture industry.



Send your request to participate in this workshop to learning@indeal.org.