

Small and Midsize Business (SMB) Program



Small to midsize businesses are looking for products that can help them easily and affordably get back to the workplace—and/or provide furnishings for employees working from home. Haworth's SMB program can help you reach out to these businesses and meet their needs.

What Are SMBs?

- Small to midsize businesses have 500 employees or fewer.
- There are over 30 million SMBs in the US, and six million have less than 150 employees.

Market Opportunity

- Because of their smaller size, SMBs are quite nimble and leaders are ready to make immediate purchase decisions, but they need guidance on making their spaces work for them.
- SMB cashflow is often tight and reserved for operating expenses—not long-term capital expenses. So, they tend not to purchase top-quality contract furniture, instead relying on alternative channels to solve furniture needs, such as chain office supply retailers and outlets for refurbished or remanufactured equipment.

Marketing & Communications Plan

- To engage SMB customers, we need to communicate the value Haworth provides them and their employees—both in the office and working from home.
- The program will help you create customized packages that target SMBs, offering:
 - A simplified product lineup with immediate to near-term availability.
 - Aggressive, streamlined discounting.
 - Flexible, affordable financing options through Haworth Payment Solutions.

Program Details

- Available on dealers list orders of \$60K and above for SMBs with 500 employees or fewer.
- SMB program is available through Authorized and Preferred Haworth dealers.
- SMB discounts: 1%–9% greater than Standard Dealer Pricing (SDP); average discount is 4.5% greater than SDP.
- Use SMB Price Agreement: PA# 83954.

If you have questions, please contact your [Haworth BRC representative](#) or chris.bouwman@haworth.com.