

How to sell Lenovo Monitors



Do not ask: “Do you need a monitor?”

Customers may describe a productivity, connectivity or workspace challenge without identifying a monitor as the solution.

Instead, ask questions that help you understand the user, their workspace and what matters most to them.



Understand the user

- Where will the user work most often?
- Are they office-based, hybrid or frequently mobile?
- How many applications do they regularly work across?
- Would a second screen make daily tasks easier?



Understand the workspace

- How is the laptop connected today?
- Does the user need to connect peripherals or accessories?
- Is cable management or workspace simplicity important?
- Does the environment require touch-screen interaction?



Understand the priorities

- Is image quality important for the user’s role?
- Will the screen be used for extended periods?
- Is visual comfort an important consideration?
- Does the customer need reassurance around display quality?

Listen for the opportunity.

“We want a simpler desk setup.”

Explore a docking monitor that brings display and connectivity requirements together.

“Our users work across several applications.”

Discuss how additional screen space could support their day-to-day tasks.

“Our people work from different locations.”

Introduce a portable second screen designed to give mobile and hybrid users greater flexibility.

“We need touch-screen interaction.”

Explore a touch display suited to the customer’s working environment.

“People spend a long time in front of their screens.”

Discuss applicable models with Eye Comfort 5-Star certification.

“Display quality is important to us.”

Introduce Pixel Perfect Guarantee as a premium reassurance message, subject to applicable warranty terms and market coverage.



Lenovo ThinkVision T and P Series Gen 40 docking monitors

Best for:

Premium office and hybrid workspace requirements.

Lead with:

- Integrated docking for simplified connectivity
- Pixel Perfect Guarantee for added reassurance
- Eye Comfort 5-Star certification on applicable models
- A more complete visual workspace experience



Lenovo M16 mobile monitor

Best for:

Hybrid workers and mobile professionals who need extra screen space across different locations.

Lead with:

- Portable second-screen functionality
- Greater flexibility for mobile users
- Additional usable screen space
- A practical addition to a mobile workspace



Lenovo T24D-4t 24-inch touch monitor

Best for:

Relevant touch-screen requirements in specialist working environments.

Lead with:

- Touch-screen interaction
- A 24-inch display
- Specialist workplace applications
- Relevant use cases in manufacturing, logistics and hospitality

Handle common objections.

“A standard monitor is good enough.”

A standard display may meet the basic requirement, but it is worth considering how connectivity, comfort, mobility and display-quality reassurance could improve the user’s everyday experience.

“The customer is focused on price.”

Focus the conversation on the value of the complete solution, including connectivity, user experience and whether separate equipment might otherwise be needed.

“The customer already has monitors.”

Ask whether the existing monitors suit the new devices, user requirements and working environment. This creates an opportunity to review the complete workspace.

“The customer did not ask for a monitor.”

That is why it is important to ask how their users work. The customer may describe a productivity or connectivity challenge without identifying a monitor as the solution.

Recommend with confidence

“Based on how your users work, I recommend that we include this Lenovo monitor option in the quote so you can compare the complete workspace solution.”

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