



# 'Foundation for Growth'

## Sharp hosts series of dealer road shows

by: Brent Hoskins, Office Technology Magazine

In a series of 2025 Sharp Dealer Road Shows, Sharp Imaging and Information Company of America (SIICA) recently hosted dealers from across the country on a regional basis. Themed "Foundation for Growth," Sharp promoted the gatherings as "all about connecting, innovating and discovering new ways to grow together." The road shows were held in: Teaneck, New Jersey; Naperville, Illinois; Anaheim, California; and Atlanta, Georgia.



*John Sheehan*

At the road show in Anaheim, held Feb. 24-25, representatives of approximately 50 dealerships were present. John Sheehan, executive vice president of channel sales for SIICA, opened the event with "Adapting to New Market Realities," his general session presentation.

"The purpose of this road show is, obviously, [to address] where the industry is going and what Sharp is doing," Sheehan said. "The people here in this room — from corporate, from the field — all want to talk to you. They all want to tell you the message of Sharp; what we are doing to be successful. You have some decisions to make ... and there are tons of decisions on the table right now. You have to look at your partners, you have to look at your products and, obviously, you have to progress."

Sheehan made the case for Sharp being a particularly good fit for dealers seeking to diversify their product portfolios, citing the company's laptop and display monitor offerings [from its acquisition of Toshiba's laptop business and joint venture combining NEC Display Solutions with Sharp], beyond its traditional imaging product lineup. However, he also emphasized that whatever the source of products, dealers need to diversify.

"If you sell our Dynabooks [laptops] or monitors, we're happy; that's great," Sheehan said. "But we want you to diversify for the stability of your business ... There are tons of different opportunities to diversify [including such avenues as water systems, office furniture, unified communications and managed IT services as examples]. We really want to get that message across."

One way Sheehan got "that message across" was by way of sharing a slide that compared Sharp dealerships that have diversified their product and services offerings to those that have not, and how the diversified dealerships garnered new

opportunities to sell more imaging devices. "What we're seeing during this time frame [2019 to 2024] is that the companies that diversified grew 12% in their copier business," he said, noting that by leveraging their product diversification, those dealerships closed more imaging device deals. "The dealerships that did not [diversify] were down 19% [in their imaging business]. Ironically, the 19% is exactly the same as the decline in the print market during that time. So, they rode the market. That's a choice. You can ride the market and hope for the best ... But I am saying we have proof ... that at least in diversification, there's opportunity to grow — and we see that [among Sharp dealerships] that have diversified."

Although he emphasized the diversification message, Sheehan assured dealers that Sharp remains focused on imaging devices, citing A3 MFPs as the "core products" for the company. "A3 will always be the foundation for us," he said, later adding that "we continue to invest in A4 products ... We know that the market is going there. So, we feel confident in what we have moving forward and continue to invest in A4."

While acknowledging that print is declining, it is "definitely not going away," Sheehan said. "We are optimistic ... that the market will stabilize and that we will get back to normalcy in the print market. If you look at the companies out there that are starting to bring people back to the workplace, that's one of the signs that we see as a very positive part of this. And we do think the market will improve. It's not a growth business. Print is going down. But it's a business that will stabilize."

Sheehan also reminded dealers of the power of having Foxconn as Sharp's parent company, noting in particular the advantage of its procurement capability. "That's where Foxconn really puts Sharp above the others," he said. "The procurement capability of Foxconn is bigger than everyone else combined."

Likewise, Foxconn's magnitude also provides an advantage to Sharp in such areas as AI, given the value of being in meetings with experts at Foxconn "who see AI five years out," Sheehan said. "You hear [about] the changes in AI, and it's fluid. You want to be with a company that is going to be in front of that and has the capabilities to understand what's coming. That's another advantage that Foxconn brings to us." ■

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