

# SELLINGSCISSORS.COM

Scissors Sales Coaching

## Reality Scissors Sales

With my prior selling experience, I headed out with a portfolio of scissors feeling sufficiently prepared. I soon discovered that selling scissors is not the same as selling shampoo.

Thomas Columbia

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*You want people saying, "I never knew that before today."*

This is my Sales Coaching Program called SellingScissors.Com and there are classrooms full of product knowledge at Scissors University©. It is designed for scissors salespersons, service providers, and educators. The itinerary has vital guidance about scissors that can be used to confirm your current knowledge and perhaps add new information.

As an independent distributor of multiple scissor brands for decades I discovered the reasoning of why hair cutters purchase new scissors. Using my logic will help you build sales and solidify customer loyalty lasting a lifetime.

### My Name Is Tom Columbia



Twenty-Five years of selling and educating stylist and barbers about their scissors has developed my sense of why they purchase. I

**My Story.** I Started Just Like Everyone Else. I had lots of ambition and thought I knew what to expect, then reality set in.

Integrity Beauty Supply is now a *Scissors Sale Coaching / Consulting* business and no longer a day to day scissors retailer, this is the background story of how it started.



### Why Do Salespeople Underestimate Scissors Sales?

When you show little interest other than the sale, nothing separates you from the competition. Stand out as a Scissors Educator by learning about your customer and understanding their buying process.

Product orientation during the sales presentation prepares customers to assume responsibility for the performance of their scissors.

### What Great Hair Cutters Don't Ever Tell.

Creativity, technique, and physics need to be aligned to achieve a great haircut.

Discovering a strength or a weakness in this sequence will project tremendous credibility during your scissor's presentation.

In 1993 I left my salon product sales position and I am now embarking as a new entrepreneur selling hair cutting scissors at the salon's that I had been calling on for many years.

Prior to getting involved with sales I had decades of experience as a stylist, salon owner, platform artist, and an educator in many areas of cosmetology. With all my experience I headed out with a portfolio of scissors feeling sufficiently prepared. I soon discovered that selling scissors is not the same as selling shampoo.

Expectations and reality are not always aligned, my brand-new scissors would bend, pinch, pull, and push hair when used by my potential customers. They failed to perform the same as when I was using them, it was random, varied with each user, they were either too long, too short, too heavy or too light. By some means these scissors were too pointed, too rounded and the prospects fingers/thumb would slip through the handle rings.

My epiphany was that most malfunctions while using scissors were being initiated by the user having

developed habits of overcompensating as the result of using maladjusted scissors. Their failure to follow routine daily maintenance, unknowingly developing habits from overcompensating, and the issue became non-approachable because of a non-logical creative license. Scissors are mechanical tools.

Bending, pinching, pulling, and pushing of hair while cutting, or many other unexplainable events were unfairly being attributed to the scissor brand, the sharpening service, and never to the possible mishandling by the haircutter.

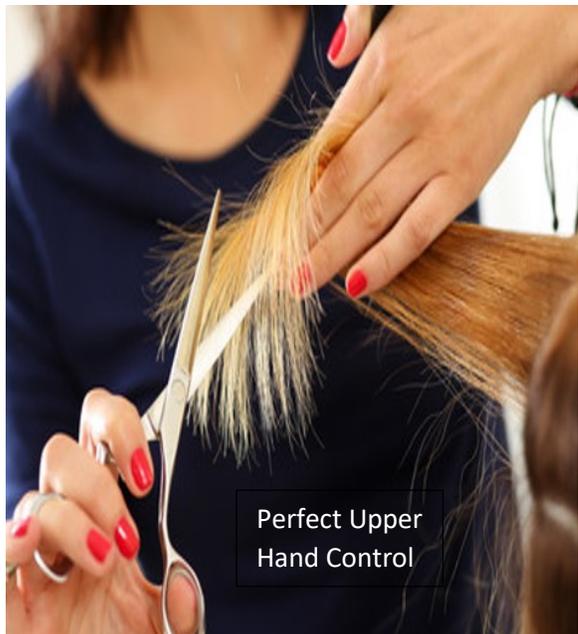
Sharpening scissors will not correct inappropriate basic handling disciplines. Forcing a scissor to cut hair develops a negative technique that is unique to that one stylist. These overcompensating techniques vary by salon and with each stylist.

This is a disaster, because without standards for daily scissors maintenance, upper hand control, thumb pressure, and common-sense scissor knowledge how could a scissors performance be evaluated.

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## Scissors Sales Coaching

Integrity Beauty Supply provided a booklet "What You Need To Know About Scissors©" with every scissor purchase. It emphasized how to properly maintain a scissor for the workday. This booklet was a quick reference for upper hand control, tension settings, thumb pressure, and set the standards for a stylist daily responsibility when using their scissors. This quick reference has morphed from paper to digital form as the "Scissors University©."



### Workshop Topics

- ✓ Prepare to Educate
- ✓ Cold Call & Sales Coaching
- ✓ Product Development.

### My workshop will answer your questions.

**Who** are your customers?  
**What** strengthens your ability to have a solid conversation about scissors.  
**When** to present your solutions with confidence. **Where** your efforts will be the most productive. **How** to discover your customers true needs.  
**Why** your customers want to buy from you.

### Scissors Educators do not teach haircutting:

The purpose is to coach when it is necessary to emphasise proper handling, routine care of scissors, the understanding of the features and benefits, as this only enhances the precise nature of the tool.

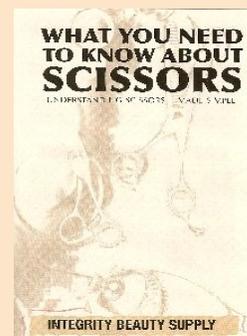
These recommendations are what the manufacturer specifically had in mind during the engineering process to enable the scissors to function perfectly. Scissors that are precise produce a more perfect haircut and all stylist will accept this as most important.

No one is more qualified to provide this education than you.

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### Never Assume Everyone Has Equal Knowledge. Trust, Then Verify.

This is why I developed "What You Need To Know About Scissors©". This booklet became the foundation of Integrity's business model. It was not important to just sell scissors, but to place them in the hands of the stylist for all the right reasons. Right price, right performance, with the right information to use and care for them. It worked. I mean, it really worked!





### **Prepare to Educate**

*Assuming everyone in the room has the same knowledge can be a definition of failure. Confirm that knowledge with a good conversation about the subject. However, conversations go both ways. Be prepared.*

### **Cold Call & Sales Coaching**

*This is a comprehensive workshop covering what takes place in every salesperson's daily routine. Conceptual Selling is a process that makes customers feel comfortable with their individual buying.*



### **Product Development**

*Every product strategy should match the selected market. Inventory is not having something for everyone or one size fits all. The selection should offer pricing options that match the scissors performance level. Quality, value, perception. and credibility.*



### **The Difference Between Scissors & Shears**

Scissors have symmetrical, equally sized finger holes and are generally under 6" in blade length, while shears have one smaller finger hole and one larger finger hole and are more than 6" in blade length.

## COACHING WORKSHOPS

### **Topics & Discussions**

Owning a business is a commitment and requires a substantial investment, your assets are not always listed on the balance sheet as cash or inventory. When selecting your business strategies, implementation of time versus results is primary consideration.

Teaming up with someone that has traveled your path many times can precipitate an idea into a completed business model. Sharing my previous experiences and your entrepreneurial spirit can create a totally new process and that would be priceless.

Whether you are a startup or an existing scissors sales and service company, knowing your customer needs determines selection of products, service, support, and marketing. Create more business when you adjust your presentation away from selling and refocus on each customer buying process.

**SellingScissors.Com, DBA / Integrity Beauty Supply** is a scissors sales coaching and consulting business. I do not represent a scissors brand or manufacturer. However, there are industry leaders that put forth a more professional effort with product quality, service, support, education, marketing and branding. My methods work with any scissors brand. When training I can use your existing inventory, or I can help you develop a new product line with the brand of your choosing.

### Workshop Specifics

**Selling Scissors Workshop** has two areas of presentation.  
Classroom Preparations / Live Street Sales & Cold Calls



### Workshop Requirements

- ✓ All attendees should plan on hearing the entire program and be willing to participate as it is normal to expand individual comfort zones.
- ✓ Presentation time required is 4 to 6 hours.
- ✓ Adequate room space for one to twenty participants for viewing the presentation.
- ✓ Provide one TV video screen suitable for room size or a slide projector, both need to accept a HDMI cable for a laptop computer.
- ✓ All participants will need at least one pair of scissors and a comb for the hands-on portion of the demonstration.
- ✓ Everyone that is involved with scissors, even if they do not cut hair **will be required to be** familiar with handling scissors, it is paramount to success.
- ✓ At least one mannequin head and stand.

### Live Street Sales Detailing:

Detailing in your territory is important in order to experience live cold calls, sales meetings, and preparing for salon scissors education classes. It transforms the workshop observations into a real working experience that can be replicated in your own unique way.

Why detail in your region and not a neutral one? This program is a reset button for your business model. Your customer base is special, and it is reality. So often I hear **"that's fine in your area, my customers won't do this"**. Customers buy what you are presenting, and your product is you. Stylist and barbers will be interested in the information that you offer as a Scissors Educator in contrast to a person just selling scissors.

### Sales Detailing Day(s) Requirements

- ✓ For the best results detail day should be a normal working schedule.
- ✓ Booking appointments in advance for salon or stylist sales meetings, and product knowledge classes have been successful with previous programs.
- ✓ Cold calls are cold, no one is expecting us to stop into their business. I like to call these **Courtesy Calls**.
- ✓ It is important that you have your own sales sample display for detailing days.
- ✓ I do not provide any scissor samples for detailing.
- ✓ I will assist in organizing the participants scissor samples display for the sales detailing.
- ✓ **Participants on sales detailing need to be familiar with product knowledge, pricing, active promotions, payment options, and any paperwork necessary for a day of selling.**
- ✓ Do not schedule any personal non-work-related appointments during the detail day.