

## NEIL OSBORNE IS ON A MISSION



He wants to change the salon industry's attitude to selling. He's aiming to convert the view that selling is pushy, into a deeper understanding that it's really just a conversation.

For over three decades, Neil has been a ground breaker and leader in the hair and beauty industries. He now teaches salon brands and businesses how to be empathetic and commercially clever.

His depth of industry expertise has created new milestones in brand and business results – by clearly showing people how to capture a greater share of the \$5 billion<sup>1</sup> Australian, hair and beauty market.

It all started on the floor of his mother's salon. He then forged a successful career in both sales and marketing within the hair and beauty industries. After that, he went on to launch, sell and distribute major brands, and managed large national and international sales teams.

In every instance, his skills in persuasion, structure and inspiration helped those teams deliver strong, predictable sales growth. Then, as a salon business coach, he gained an intimate understanding of the inner workings and motivations of salon owners, their staff and customer profiles.

It's these three aspects that make Neil's market vision and understanding, unique.

Neil teaches an industry-specific sales style that's different to other 'generic' sales trainers and mentors. Built on decades of work within the industry, it's non-pressure, question-based and very, very persuasive. He's now spreading the message, that asking and listening gets you to 'Yes' more often, than pushing.

He's also helping brands, franchisers and franchisees better understand their customers and creating effective selling strategies and programs that persuade and connect with them.



Doing what I've done, for as long as I have, within the same industry, I understand that the salon and clinic industries and their customers, have distinctive and individual needs.

It's our job, as industry sales professionals, to find out their real problems, before suggesting any solution, product or idea.

Selling absolutely needs to be a conversation, that adds to their business, not takes away from it.



NEIL OSBORNE

NEIL can talk on the following topics:

- Australian Hair and Beauty Industry
- What are the industry needs?
- Secrets of persuasion, not push
- How to motivate your team
- How to sell, not tell

To ask Neil to speak on television, radio or comment in print, contact:

[neil@thesalecatalyst.com.au](mailto:neil@thesalecatalyst.com.au)

Source:

<sup>1</sup> IBISWorld, Hairdressing and Beauty Services in Australia Report, Published February 2017