

What are common misconceptions or sales barriers - and how can they be overcome?



Common Misconceptions & Barriers

1. “It’s just a consumer brand repackaged for business.”

- **Reality:** SC Johnson Professional is distinct from its consumer line. It includes specialised solutions like the *Deb* skin care range, *Swarfega* industrial hand cleaners, and targeted professional hygiene programs for workplaces.
- **Overcome it by:** Emphasizing the professional-grade formulations, certifications, and workplace-specific innovations (e.g., Proline WAVE dispenser made from 70% recovered coastal plastic).

2. “It’s more expensive than generic alternatives.”

- **Reality:** While some SC Johnson Professional products may have a higher upfront cost, they offer better efficacy, cost in use benefits, and sustainability benefits.
- **Overcome it by:** Highlighting the total cost of ownership e.g. concentrated formulas, reduced waste, water savings, cardboard & plastic reductions and fewer refills.

3. “We already have a hygiene supplier.”

- **Reality:** Many businesses stick with legacy suppliers out of habit, not performance.
- **Overcome it by:** Offering a **free site audit** or trial program. SC Johnson Professional offer audits and training materials to help customers reassess their hygiene strategy.

4. “We don’t need specialised skin care or UV protection.”

- **Reality:** Outdoor workers, industrial teams, and healthcare staff face unique risks—from skin irritation conditions such as dermatitis to UV exposure.
- **Overcome it by:** Educating clients on workplace-specific risks and offering SC Johnson’s **Sun Safety Programme** or **Targeted Hygiene Programme** to raise awareness.

5. **“We’re not familiar with the product range.”**

- **Reality:** SC Johnson Professional’s portfolio is broad and includes surface care, skin care, air care, and more.
- **Overcome it by:** Creating tailored product bundles or cheat sheets for different industries (e.g., office, education, healthcare, manufacturing).