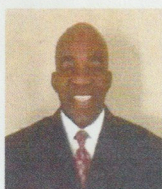


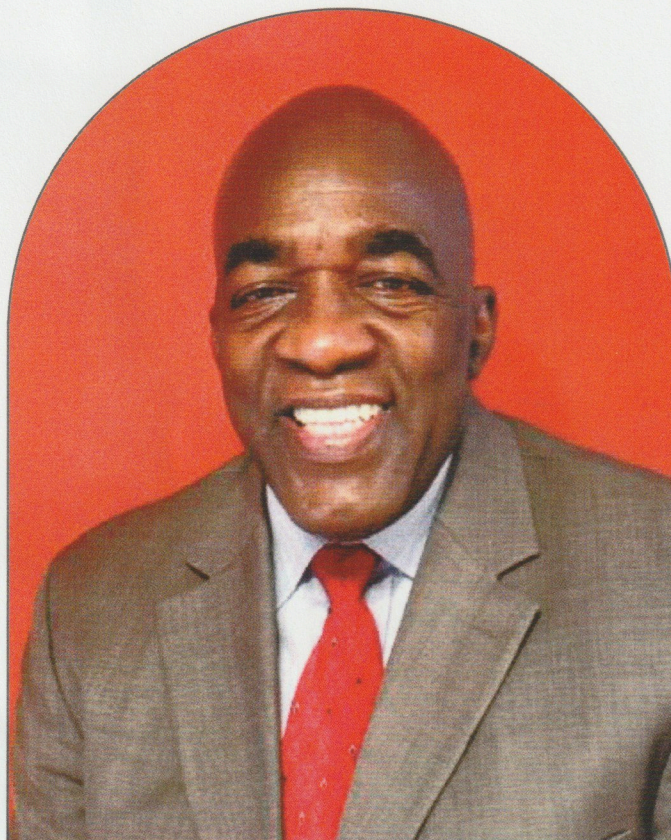
# Larry Johnson

## Author Bio

Larry Johnson is president of Larry Johnson Enterprises, a sales and marketing company, and author of the publication *RETAILING for SUCCESS®* (Develop \$100,000 or more through salon retail selling). Johnson is a motivational speaker and facilitator who has worked in the beauty industry for 40 years. He is also the creator of "NEXT DIMENSION *RETAILING for SUCCESS®*" motivational training program. It was Johnson's mother, Mrs. Delores Harvey, who inspired his love and passion for the cosmetology industry. As a successful cosmetology instructor and salon owner, Mrs. Harvey directed him to Mr. Eugene Toy of Flair Beauty Supply. Mr. Toy trained him to sell beauty products. After attending Sherrie Beauty School, Mr. Johnson became co-owner of two beauty salons (Professional Hair Designers, Inc., "for that professional look" and Final Touch Coiffure), which he later sold to allow him to concentrate on distributing products and serving other cosmetologists and beauty professionals. He then became sales manager and regional manager for two top Black haircare manufacturing companies: Dudley Products, and Luster Products.



Mr. Larry Johnson has a Master's degree from Brewster Theological School of Religion. He is also a Communications graduate of the United States Army Signal School, Fort Gordon, Georgia.



## Book Bio

### Retailing for Success®

To compete effectively, today's cosmetologists, manicurists and barbers need a clear retail sales plan which will lead to financial success.

Larry Johnson has over 40 years of experience in the beauty industry. His love and commitment for the industry inspired *Retailing for Success®*.

Johnson organized 10 simple stages that will help anyone have retail success. The hair care industry has produced thousands of success stories, and you can be next.

Learn:

1. How to use the five great rules of selling in your retail program.
2. How to set realistic retail goals.
3. How faith moves mountains.
4. How to overcome fear to achieve your goals.
5. How to set promotional ideas in place to move your retail business.
- 6.

... And much more.

*Retailing for Success®* offers you the opportunity to create a retirement account, give more money to your church, your favorite charity and provide for your children's college education. You never know when COVID-19 or some other tragedy will strike. So, let's prepare now. Purchase the book and get started. Learn how to generate \$100,000 or more income by *Retailing for Success®*.

## RETAILING FOR SUCCESS® The Process

10 Stages to Retail Selling



Larry Johnson