

Kerry L. Johnson Ph.D.

Topics Your Attendees Will Value Long After The Meeting

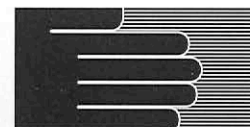
- How To Read Your Customer's Mind
- Peak Performance: How To Increase Your Business By 70% In 6 Weeks
- Marketing To The Affluent
- The Trust Connection: How To Master The Art of Business Relationships



Speaking at least 10 times each month, Dr. Kerry Johnson logs over 8,000 miles each week internationally from New York to New Zealand and from London to Los Angeles. As a pro tennis player in the Mid 1970's, Kerry competed against the world's best. Today he brings his experience in professional sports, university research and business to communicate ideas that will help your attendees greatly improve their skill, performance and motivation. Kerry's programs are consistently rated "excellent" by audiences around the world. Dr. Johnson's goal is to provide your attendees with transferable content, applicable entertainment, and audience participation that will keep everyone on the edge of their seats.

A prolific writer, Kerry contributes monthly to at least 15 well known magazines. He is the author of 6 books including, *Mastering the Game* (Louis and Ford), *Peak Performance: How to increase your business by 70% in 6 weeks* (Prentice Hall), *Sales Magic* (Morrow), *Building a Better You: Starting Now* (Dible), and *Subliminal Selling Skills* (Amacom), and *WillPower: The Secrets of Self-Discipline*. These books are consistently listed among business best-sellers. Educated at the University of California, San Diego, Kerry also earned the Certified Speaking Professional (CSP) designation by the National Speakers Association. Dr. Johnson has also been recognized by the U.S. Jaycees (Junior Chamber of Commerce) as one of the most Outstanding Men in America.

The Business of
Building Trust



Kerry L. Johnson Ph.D.

Partial Client List

Aetna-Australia
Aetna-New Zealand
Aetna-Canada
American Association Assn. of Interior Designers
American Lighting Association
American Soc. Of Hospital Administrators
AMP-Australia
Anchor National
Bankers Trust-Australia
Blue Cross/Blue Shield
Cadaret and Grant
Cal Farm
Chubb
Cigna
Comvest
Credithrift
DES Financial-United Kingdom
Emerson Electric
ERA Real Estate
Farmers Insurance
Fieldstone Cabinetry
Fire Suppression Systems
Ford Motor Company
Ford Aerospace
Franklin Funds
Fred S. James
H.D. Vest
Home Savings
International Assn. For Financial Planning
Indiana Assn. Of Realtors
John Hancock
LIA-United Kingdom
Merrill Lynch
Merrill Lynch Real Estate
Metropolitan Life
MPS Mutual Funds
National Assn. Of Pet Store Owners
National Assn. Of Professional Saleswomen
National Assn. Of Women Business Owners
National Kitchen and Bath Assn.
National Mutual-Australia
National Welding Supply Assn.
National Insurance
Northwestern Mutual
New York Life
Ohio State Auto
Ohio Life
Porsche Dealers of Canada
Prudential
Prudential-Bache
Public Storage
Realty World
Royal City Realty-Canada
Security Associates
Shearson/American Express
Signet Bank
Society of CLU
South Mark
Standard Life
Sun Alliance
Temporary Help Assn.
The Equitable
The General Agents and Manager's Conference
The Guardian
The JIAA
The New England
The PIA
The Real Estate Institute of New Zealand
The Travelers
TMI Equities
Triple Check
USC Basketball Coaching Staff
U.S. Life
Wells Fargo Bank
Women Chamber of Commerce
Zurich Australian Life-Malaysia

America's Sales Psychologist



One of business' best read writers--world wide
What Kerry's Clients have said about his presentations

I must admit that after reading your book and getting to know you a bit personally, I anticipated a good live performance. But you truly exceeded my expectations. I cannot remember a speaker who received more praise from our group of people.

RICHARD HOGUE, VICE PRESIDENT
CENTURY 21 INTERNATIONAL

Even though a week has expired since you presented your seminar to our coaching staff, we are still talking about your presentation. You made the subject matter interesting, consumerable, and exciting.

GEORGE RAVELING, HEAD COACH
USC BASKETBALL TEAM

The attendees raved about your material, your presentation, and your humor.

JUDITH FISCHER, PROGRAM CHAIR
NATIONAL ASSN. OF WOMEN BUS. OWNERS

I have never witnessed a speaker with your powerful ability to capture an audience. I was astounded at the way in which the audience became completely involved with your presentation. I truly believe that you have that magical ability to communicate with individuals that very few speakers possess.

CAL K. CLEMMONS, CAE. EXECUTIVE DIRECTOR
FIRE SUPPRESSION SYSTEMS, ASSN.

...You were the best speaker we have ever had at a conference. Your message was superb, your delivery extraordinary.

MURRAY WHITEHORN, CLU, C.H.F.C.
J.E. MARTIN, MARKETING VICE PRESIDENT
CANADA LIFE ASSURANCE COMPANY