

What We Offer

A personalized approach to helping you break through the complexity of getting your items on shelf at major retailers. We help you to sell more, scale faster, and avoid costly retail pitfalls. We offer professional broker services including brand representation, retail compliance support, sales strategy, and relationship access.

01

Retail Access & Buyer Relationships

Ability to secure meetings, pitch products and open doors to retail buyers. Leverage trust established with retailers, including senior leadership.

02

Category & Market Expertise

Knowledge of category trends, competitive sets, pricing norms, and consumer preferences. Insights into retailer expectations and assortment strategies. Ability to position products effectively against competition.

03

Retail Compliance

Item setup, sales strategy, promotional planning, margin protection, deduction management, supply chain management

About Our Company

"Great businesses don't grow by accident; they grow by intentional design". At **Johnson Business Development Group**, we work with regional suppliers, entrepreneurs and small business owners who have great products but need professional assistance and guidance into the retail market. We are your strategic partner for expanding into retail, strengthening your market presence, and accelerating profitable growth. Our team brings decades of experience in CPG, private brands, retail operations, and buyer engagement – giving regional suppliers the advantage they need to compete and win.

Our Value Proposition



Client Testimony:

Phyllis brought immense value to our team through her Strategic Sales Planning sessions. She provided tailored 1:1 support and gave my Customer Success team the exact tools and training they needed to build robust, effective strategic plans. Her hands-on teaching style left my team feeling confident and equipped for long-term success. If you want to transform how your team approaches strategy, work with Phyllis! – Global VP of Customer Success

Connecting Brands to National Shelves



Phyllis Johnson
Executive Consultant, Business Strategist,
Award Winning Sales Expert

Phyllis is an award-winning strategist with 20+ years of experience driving business growth, sales performance, and strategic partnerships across multiple industries. She is known for:

- Leading enterprise-level client relationships
- Managing financial performance and P&L accountability
- Delivering data-driven solutions that increase revenue and market share
- Building high-impact partnerships
- Creating and executing strategic plans aligned with operational and client goals

Contact us today and get started on growing your business:
johnsonbdgroup@gmail.com