

NEXT GENERATION BUSINESS & LEADERSHIP TRAINING

- LEAD YOUR TEAM
- STRENGTHEN YOUR CULTURE
- GROW YOUR BUSINESS

THE 124GO INTENSIVE ONLINE

124Go

Join an intimate group of salon owners and leaders in an interactive virtual classroom setting where we will tackle hard topics like, salon culture, growing your team, and profitability. Topics include:

- Defining key goals to grow your business
- Build a culture that elevates teamwork
- Developing core values that resonate with every team member
- Molding leaders who exemplify the company vision
- Creating a customer service experience that translates into sales
- Increasing sales and, more importantly, profits

Spend 4-days with our team and leave with "I got this" confidence, utilizing your new found skills and capitalizing on your relationships with the 124Go team, as well as the salon colleagues who made this journey with you.

JOIN US!

WEEK ONE

FEBRUARY 21ST & 22ND

WEEK TWO

**FEBRUARY 28TH
& MARCH 1ST**

10AM-4PM EST ALL FOUR DAYS

BONUS MENTORING SESSIONS

**FEBRUARY 24TH
MARCH 3RD**

1PM-2PM EST BOTH WEDNESDAYS

TUITION \$1,295

Can be paid using Business Builder Funds

Includes all four days, plus two mentoring sessions

Up to three attendees per salon (owners, managers)

Only tools needed:

Computer with webcam and wifi connection

REGISTER ONLINE AT WWW.KEUNELOYALTYCLUB.COM

Need more information? Request a free consultation to learn how the 124Go Online can benefit your salon's needs. Email us at info@124Go.com

See reverse to meet the 124Go team!

MEET THE TEAM

124Go

124Go was created to offer business and leadership education for salon owners who are looking to improve their current salon situation. Coaching by mentors who have walked the same path offers real world experience and a relatable connection. Coaching is ideal for salons aiming to reenergize their growth, recover from a staff walkout, expand to multiple locations or just become a better version of themselves.

Started as the brainchild of Brian Perdue, 124Go was born of a desire to share his pathway to success with fellow salon owners. Together with a team that includes John Palmieri and Chris Sulimay, Brian created 124Go to elevate the industry and share the passion.

John Palmieri

MINISTER OF CULTURE

Lifetime Hairdresser, Salon Leader
Cofounder of 124Go and Cohost of ShopTalk
and the 124Go podcast



A tireless beauty industry advocate, John Palmieri is the Director of Business and Leadership Development for the Salon 124 Group, providing guidance to 150+ stylists on any given day. Among his formal training, John became a Certified Strategies Coach and has earned the prestigious John Maxwell Coach, Speaker and Trainer certification.

Chris Sulimay

STYLIST GROWTH GURU

Lifetime Hairdresser, Author, Global Business Speaker
Cofounder of 124Go and Cohost of Shop Talk
and the 124Go podcast



As a guy who has “never met a stranger”, Chris Sulimay has the ability to connect with stylists and salon owners alike – because he has been both. Chris transitioned his love of the industry into education, which has become his full-time calling. He put his life experiences into words when he authored Shop Talk, a how-to guide designed to help stylists achieve their dreams and improve their incomes by sharpening their business and service skills.

Brian Perdue

FEARLESS LEADER

Salon 124 Founder
Keune Academy by 124 Founder
Cofounder of 124Go



When you have found the path to success, Brian Perdue believes there is no greater joy than sharing the journey with others. Inspired by his wife, Karen, to jump into the business alongside her in 1991, today, Brian is the owner of Salon 124 Group, which includes six successful salons and a cosmetology school in the greater Atlanta area. His desire to share experiences and empower others makes Brian a born mentor. The creation of 124Go allows Brian and his team to use their real life experiences to help strengthen the industry, one salon at a time.

 Follow us on Instagram @124.go

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For details about the upcoming Intensive 4-Day Workshop, see the reverse side of this flyer.