

# Harris Believes Car Market Is Ready For Saleswomen

By Lori Grier  
Post Staff Writer

Being an employee of a relative who deals with millions of dollars a day is no easy task for Harry Harris. His big brother and boss is Sam Johnson, owner of Sam Johnson Lincoln-Mercury, 5301 East Independence Boulevard.

"By being Sam's brother, I have had to work much harder to get where I am. There was no silver spoon for me. It took time and hard work which eventually paid off," admitted Harris.

Harris, 30, has been a used car Manager for 1 1/2 years. He has been employed with Sam Johnson Lincoln-Mercury since December, 1975, beginning in East St. Louis, Mo., and later relocating to the Charlotte branch. Presently, he is the only Used Car Manager there, and "It makes my position quite difficult. I'm busy all the time - constantly being paged and on the move. I have to be mobile," he informed.

As a Used Car Manager, he has to appraise cars which takes years and years of study. "I started out as a sales person, went to an Assistant Used Car Manager and finally to a Used Car Manager," he pointed out. As a salesman, he was named "Salesman of the Month" on 14 different occasions, and he received this honor more times than any other salespeople. He is also in charge of wholesaling cars (dispensing of cars that they decide not to retail). I decide whether to put



**HARRY HARRIS**  
...Used Car Manager

them (cars) out on the front line or give them to other, smaller used car lots."

There are approximately 140 employees at the car dealership with blacks being in major positions. Harris believes that the car market is ready for saleswomen. "Young women who are aggressive and willing to learn definitely have a future in car business," he commented.

According to Harris, car dealership is a complex

business which contains body shops, a service department and sales department located on one premise. "You deal with millions of dollars, so you have to be ready mentally. It's a complex business to run. You'll make mistakes, but once you learn, you'll do well." He recognized that the dark days for car dealerships were 1979-80 when the economy wasn't supportive of car businesses. People who survived those dark

days are doing well now. "Now is the time for car businesses, because the economy has picked up on them. We (Sam Johnson Lincoln-Mercury) expect 1984 to be our best year."

If you're looking for the most popular and stylish cars in Charlotte, you'll find them at Sam Johnson Lincoln-Mercury. Harris considers the Mercury Lynx and Topaz to be the most popular. "They are among the highest quality control cars made domestically. They are the economical so-called 'world beaters,' because they compete with European imports. These cars are Detroit's best effort in the small car market." He knows that the full line of Lincoln Continentals (Mark VII, Town Car and Continental) are the most stylish cars. "These are the most luxurious cars on the market."

Harris' future goals consist of operating his own used car lot, and he knows that the Charlotte area will be good room for expansion. His second goal is to help his wife become owner-operator of a day care business. She has already completed several classes in preparation of this goal.

He confesses that Sam Johnson Lincoln-Mercury is a very fair dealership, and they realize that they should always treat the customer fairly and make sure that the customer receives service with satisfaction. "We are conscious of customer satisfaction, because a satisfied customer will keep coming back to

look for new or used cars. We service all spectrums of the public: those who can write a check for the Lincolns, to the young people who are looking for their first, economy car," he revealed.

Harry Harris is a 1972 graduate of Soldan High School in St. Louis, Mo., and attended Forest Park Community College in St. Louis, Mo.

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