

TURN YOUR RV DEALERSHIP INTO A DESTINATION

presented by
Jon Schallert, President



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JON SCHALLERT

President, The Schallert Group, Inc.

Jon Schallert is an internationally-recognized business consultant and speaker specializing in teaching businesses how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step "Destination Business" process, which he developed over the course of twenty-seven (27) years of studying and interviewing independent business owners who had made themselves the preferred choice in their competitively crowded marketplaces.

Jon's Destination Business strategy has been used extensively by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. Jon's Destination Business strategy breaks down the process of how a business tries to market itself, and elevates the unique qualities that a targeted customer finds most important in the decision-making process. Using this strategy often means ignoring the tried-and-true marketing methods that industry-leaders traditionally use, and instead, focuses on increasing the "marketing scope" of a business, which in turn pulls targeted customers and the media from outside the traditional geographic marketplace of the business.



Schallert's consulting firm, The Schallert Group, Inc., has been in business for seventeen (17) years. Prior to starting the company, Schallert worked for greeting card giant Hallmark Cards for ten years, where his unique marketing strategies were publicized throughout the company as "the Schallert Method". Hallmark used his expertise on a nationwide multi-million dollar new product rollout, and tapped Schallert's experience for their national reinvention of their card shop channel into "destination" stores.

After leaving Hallmark, Schallert began speaking around the country in cities, towns, downtowns, and at association conventions. After years of annually conducting over 1,000 on-site consultations with business owners, and studying the most successful business owners in North America, Schallert developed and trademarked his proprietary 14-step Destination Business process that he exclusively teaches today.

With the launch of the company's online training program, business owners can access both live and on-demand business training webinars in the company's online learning social network, Destination University (www.DestinationUniversity.com). With over 50 world-class authors and business experts contributing content and daily interaction and advice, Destination University is a leading-edge tool that gives independent business owners the same training advantages that are used by Fortune 100 companies and major universities. Destination University won an international award in web broadcasting, beating out major universities, hospitals, and publicly-held corporations in the process.

Some of Schallert's corporate consulting clients include Kellogg's, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, and Hunter Douglas, to name a few. His insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, and Entrepreneur Magazine. He is the only consultant in the world to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association, and the National Main Street Network.

REINVENTING MOM & POP

After 25 years of consulting with thousands of entrepreneurs, Jon Schallert's message is clear for small businesses:
Think bigger.

Small businesses no longer compete simply with the store down the street or across the mall. They now must learn to distinguish themselves so they become destinations for customers around the world and out in cyberspace.

"Most businesses are location-dependent, whether it's a grocery store, a retail store, a restaurant or a professional office," says Schallert, who started in the field with Hallmark Cards 25 years ago and whose consulting firm now conducts the Destination BootCamp in Colorado.

"Traditionally, people market to their local area, within 15 minutes. The problem is in today's economy, you need more."

When he first started his consulting firm fifteen years ago, his work often involved helping local businesses in small communities learn to compete with encroaching big-box retailers such as Wal-Mart – but the landscape has shifted.

"Wal-Mart's not the problem anymore," Schallert says. "If owners are still thinking that 'my differentiation starts in my marketplace, in my shopping center, in my small town,' they're competing against the wrong competitors and their strategy is short-sighted.

"It's not how you're different in your marketplace, how you get people to stay in your town and not go to the big city – that's a challenge – but how do we keep the dollars from going out to an Internet business that pops up every 3 seconds, or the billions of direct-mail catalogs that are mailed out each year?"

The answer, he says, is differentiation – identifying precisely those qualities that set your business apart from others in the field. The strategy attracts customers from both near and far, and for some businesses, pulling customers from hundreds of miles away.

"I teach a business differentiation process," says Schallert, who conducted his first Destination BootCamp back in 2002. "What businesses learn is you don't have to beat your competitor in every category. You have to beat them in two or three key categories. You're targeting consumer hot buttons."

For example, he once met an older seamstress in a small Florida city who was deeply discounting her work to attract business – working long hours and making little money.

Turns out she was once the lead seamstress for the Barnum & Bailey Circus, traveling the world to repair ripped ringmaster jackets. That set the business apart, attracting more customers' interest.

Schallert says such encounters with small business owners, side trips from his travels to conferences – around 80 small, often blighted towns a year – led him to develop the fourteen step destination-differentiation strategy.

"I would usually hit 10 to 15 businesses in a day," he says. "I'd inevitably meet somebody that would say 'I'm doing these things different from everybody else and my business is doing fine.' Many times, the owners didn't want me to tell other businesses in their town about their success because they knew the other businesses would be jealous, or feel worse.

"I was meeting these brilliant entrepreneurs in these out-of-the-way places that no one else was connecting with. I would ask these owners 'How did you do this?' They almost never knew the process."



Retail Reinvention: Schallert's grandfather, William Schallert, opened a general store in Johnson Creek, Wisconsin over one hundred years ago. His grandson now teaches owners that serving a local market is just the beginning of what's needed to succeed today.

He kept notes on 3 x 5 cards, accumulating thousands of stories and photographs until he could trace patterns that evolved into his 14-step BootCamp presentation – eight strategic changes to establish differences and six tactical steps to get the story out.

"People who have never attended the BootCamp wonder why it works, but it's not magic. When owners attend the BootCamp from the same city or town, they only focus on improving their businesses, for three straight days, with no distractions," Schallert says. "They learn best-practice examples from other small businesses that have made themselves profitable destinations, despite their demographics. Then, they learn a new strategy that their competitors aren't using, and we show them what to do first when they get back home."

The bonding process that owners describe from the BootCamp experience happens naturally, Schallert says.

"Even though these owners work right down the street from each other, they never get together and focus on growing their businesses, except here."

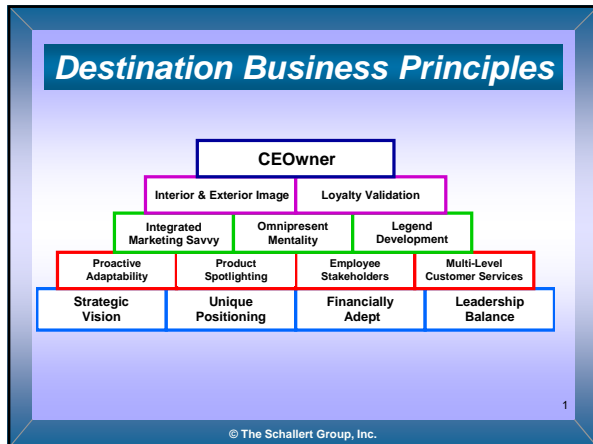
The biggest mistake owners make? Too often they jump to tactics – looking for cheap advertising, free publicity, using social networking like Facebook and Twitter, website search engine optimization and the like before they have sharpened the setting-apart message about their products, service, employees, business model, history, community connections or customers.

"Owners learn that all the marketing tactics in the world can't be employed successfully if you haven't convinced the consumer that your business is really different and one-of-a-kind."

-Gene Stowe

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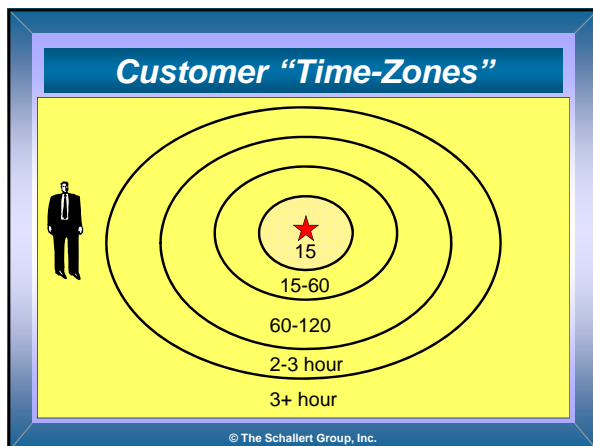
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What's a Destination Business?

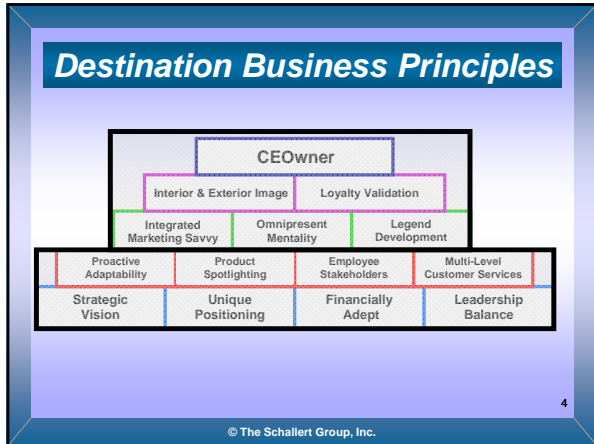
*A business that's so compelling different, customers say:
"That's the only place I'm going!"*

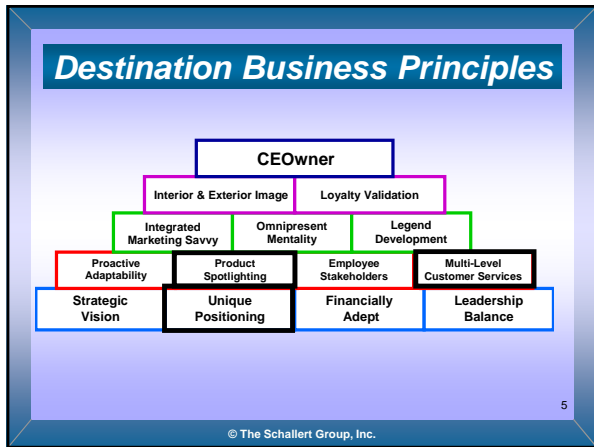
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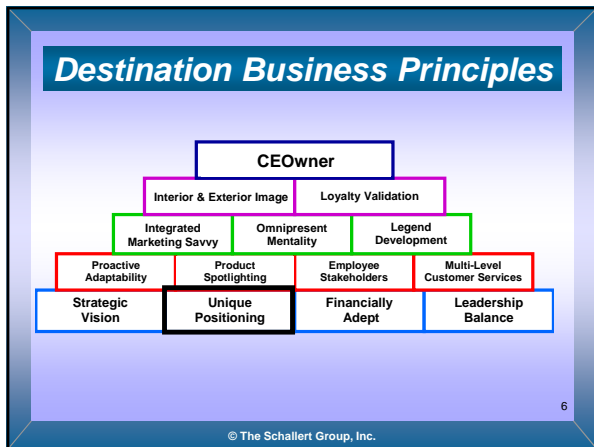


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Unique Positioning Statement

How is your business different from every other business in your industry?

7

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Unique Positioning Statement

- ✓ *Unique Positioning*
- ✓ *2-4 paragraphs*
- ✓ *First sentence!*
- ✓ *Record & transcribe*

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Unique Positioning Statement

- ✓ *Must have a killer first sentence!*
- ✓ *Make the consumer say: "I want to see that place!"*

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Unique Positioning Statement

- ✓ Describe how your business is superior
- ✓ Specifics!
- ✓ No generalities!

10

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Destination Business Principles

11

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Unique Positioning Statement

✓ Remember: The 1st sentence of your Unique Positioning statement is NOT a tagline!

12

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***We are the only store
in the country that
measures feet like
they did in the old
days...***

13

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***...carrying Work and
Western boots in
every size from
3-18 and
Widths 4A – 4E***

14

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Creating a Killer First Sentence

✓ *Single sentence that separates you from your competition*

✓ *Single source: the world's only, the home of, the birthplace of, the official*

15

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Creating a Killer First Sentence

- ✓ *Provable adjectives: first, smallest, largest, oldest...*
- ✓ *Subjective adjectives: best, most famous, most respected, most admired, coolest, most fun...*
- ✓ *Location: world, US, State...*

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The 7 Second Rule

- ✓ *Our ability to judge instantaneously if something is unique about a business*
- ✓ *7 seconds: Time it takes to make a judgment*

17

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The 7 Second Rule

- ✓ *From the outside in*
- ✓ *Insignificant details become important*
- ✓ *What is this business about?*
- ✓ *Split-second decisions*

18

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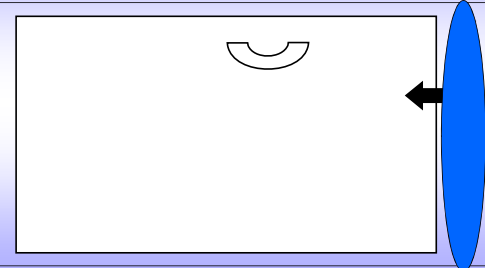
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The 7 Second Rule

- ✓ *Sight, sound, then scent*
- ✓ *If any of these are offensive to your customer, you have a challenge*
- ✓ *Worse: Ordinary!*

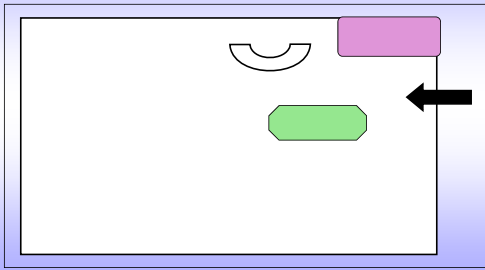
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Storefront & Exterior Signage



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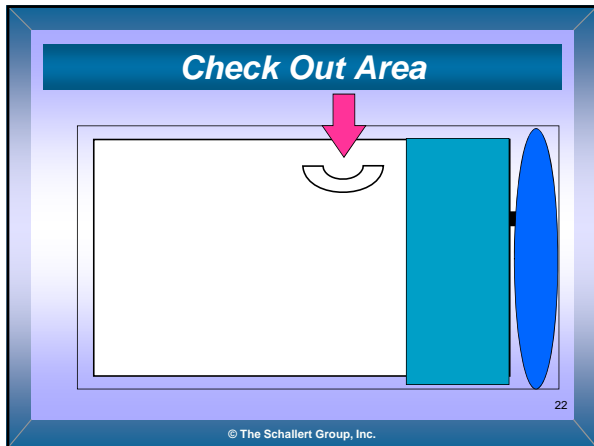
Dominant Wall & Aisle

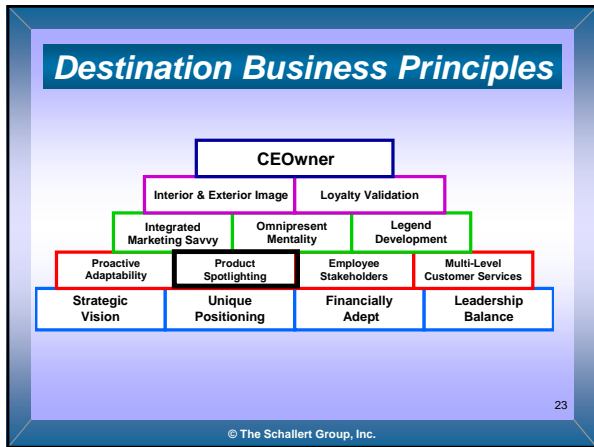


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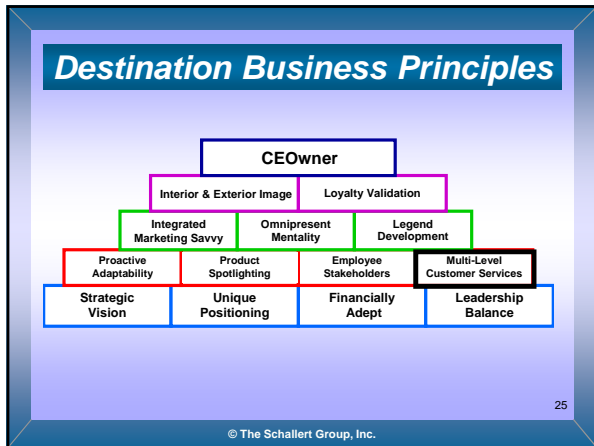


Product Spotlighting

- ✓ 3 methods to spotlight product:
 - ✓ Micro-Niche product line
 - ✓ Signature items
 - ✓ Create a Monument
- ✓ From most difficult to easiest
- ✓ From most effective to least

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Why Businesses Lose Customers

- ✓ 1% Die
- ✓ 3% Move away
- ✓ 5% Influenced by friends
- ✓ 9% Lured away by competition
- ✓ 14% Dissatisfied by product
- ✓ 68% Turned away by an attitude of indifference on the part of a company employee

The Pryor Report, Volume 10, No. 4A

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Ultra-Services

- ✓ Ultra services often address time savings
- ✓ Every time you find a new way to save a customer time, you've created another niche service!

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Customer-Friendly Services

- ✓ Delivery, shipping, express pickup
- ✓ Wrapping / Packaging
- ✓ Alterations / Customized changes
- ✓ Personalization
- ✓ Problem analysis: current and future
- ✓ Gift certificates
- ✓ Liberal exchanges & simplified returns
- ✓ Multiple ordering options

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Customer-Friendly Services

- ✓ Differing forms of payment
- ✓ Personal shopping assistance
- ✓ Access at all times including in-business online access
- ✓ Longer hours of operation
- ✓ Weekend services
- ✓ Answering service
- ✓ On-call employees

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Destination Business Principles

CEOowner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

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Advertising Principles

1. *Every ad either helps or hurts your Unique Positioning*
2. *It takes 10 times the money to get a new customer than it costs to bring a prospect back*
3. *It takes an advertising message 8-12 times to impact a consumer, in an ideal competitive environment*

31
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Targeting Top Consumer

Top 10%
Least amount of marketing \$\$, results in largest purchases

Majority of customers
Reliable return on marketing expenditures

Bottom 10%
Every dollar spent returns fraction of marketing investment

32
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Traditional Media

- ✓ *Print (newspaper & magazine)*
- ✓ *Direct mail (postcard & newsletter)*
- ✓ *Radio and television*
- ✓ *Specialty products*
- ✓ *Billboards*
- ✓ *Email marketing*

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High Integrity Media

- ✓ *Word-of-mouth*
- ✓ *Testimonials*
- ✓ *Referrals*
- ✓ *Internet*
- ✓ *PR (12 times!)*

As detailed in *Under the Radar: Talking to Today's Cynical Consumer* by Jonathan Bond & Richard Kirshenbaum

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Create a Consumer Hook



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Destination Business Principles

CEOwner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

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Stag-Parkway "Driving Success"

YES! I'd like a free tour of Destination University, Jon Schallert's online, on-demand business training network.

Name _____ Email: _____ Business Name: _____

Address/City/State/Zip _____ Phone (_____) _____ - _____

***You can quote me!
Here's what I'd tell others about Jon Schallert:***

Signature: _____

***YES, sign me up for
Jon Schallert's weekly
Blog e-newsletter filled
with growth tactics and
marketing strategies
that I can immediately
implement.***

Email Address:

I would like Jon to contact the following association or organization as a possible speaker.

Organization Name: _____ Contact: _____ Phone/Email: _____

Organization Name: _____ Contact: _____ Phone/Email: _____

Organization Name: _____ Contact: _____ Phone/Email: _____