

WORKSHOP DESCRIPTIONS

Increasing Sales & Profits as a Destination Business

In this workshop, Jon Schallert explains his 14-step Destination strategy that can turn any business into a consumer magnet. Jon shows why “location, location, location” no longer matters and why waiting for "Big Brother" to reinvent a marketplace fails the majority of the time. Owners will learn how most of the advertising and marketing dollars they spend are wasted, and how to create sales and customer traffic increases using marketing that customers believe.

Those attending this workshop will leave with concrete to-do's that they can immediately put into practice to drive more customer traffic, despite today's challenging economy.

Attendees will also learn:

- The one question that must be answered before you'll ever beat a larger competitor
- How to create free publicity opportunities that gets your business in newspapers, magazines, television and online websites
- How to take advantage of free online tools that allow you to get the attention of journalists who will write about your business.
- How to use several little-known resources that pull in top customers for minimal dollars.
- How to draw more customers to your business, even if your location is worse
- How to spend less time on social media and get better results
- How to use price discounting that still insures your maintain profit margins, but still cements customer loyalty

Capturing Customers When They Enter Your Doors: The Critical 7 Seconds

Today's time-pressured customer enters every business with a mission: get in, find their solution, and get out, ready to tackle the next item on their to-do list. Unfortunately, the visual first impressions that every customer observes when they enter a business often shape their impression of the business negatively for their entire buying trip, impacting the time spent in the business, and the amount they end up spending.

In this session, Jon Schallert will illustrate how customers entering every store or business form their first impressions in seven (7) seconds, and how customers view six (6) critical areas of a business's floorspace when entering it. Jon will use actual photos from the thousands of businesses he has consulted with to illustrate these principles. Attendees will leave the session with a better understanding of their own visual

consumer weaknesses, and with a desire to improve the visual appearance, and positively impact sales.

Attendees of this session will also learn:

- How to get a customer to understand your business differences immediately upon entering your business
- How to leverage one asset in your business that no one else has, that will instantly set your business and interior décor apart from your competition
- How to get a customer to remember your business and want to return to it, immediately before they exit your business
- The top mistakes and easiest changes to make to the windows of a business that will immediately pull more customers in your doors.