

Driving Customer Traffic & Sales Using Destination Principles

Conducted by Jon Schallert, President, The Schallert Group, Inc.

Driving Customer Traffic and Sales in This Economy with Destination Principles



NAMM University Breakfast Sessions

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14-Step Destination Business Strategy

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

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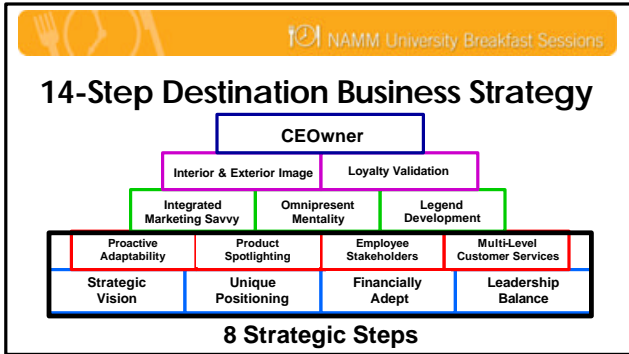
Definition of a Destination Business

A business so *compelling different* that consumers will:

1. Deviate from typical patterns to buy from it
2. Postpone buying decisions until they see it
3. Spend great amounts of time traveling to it
4. Often prefer it over larger competitors

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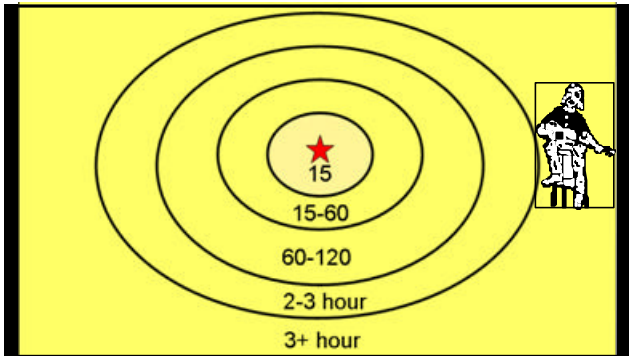


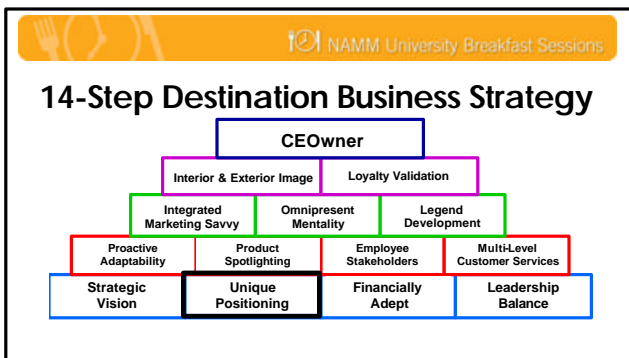




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Developing Your Unique Positioning

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


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Developing Your Unique Positioning

- ✓ Must develop a 2-4 paragraph statement
- ✓ Killer first sentence
- ✓ Don't try to write it: Record it
- ✓ Hemingway method
- ✓ Non-Hemingway method

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Developing Your Unique Positioning

- ✓ Describe all the ways your company is superior to your competitors
- ✓ Be specific
- ✓ Tell actual stories

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Avoid Using Generalities

- ✓ Super selection
- ✓ Great service
- ✓ High quality
- ✓ Convenient
- ✓ Customer friendly
- ✓ Affordable

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Key Unique Positioning Questions

1. What's the emotion we want the consumer to feel when they enter our business?
2. What specific words do customers use when they talk about us?
3. How did we get to where we are today?


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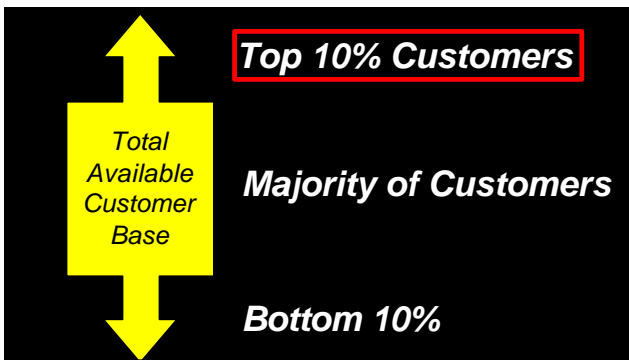
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Marketing as a Destination Business

✓Target Top 10% Customers



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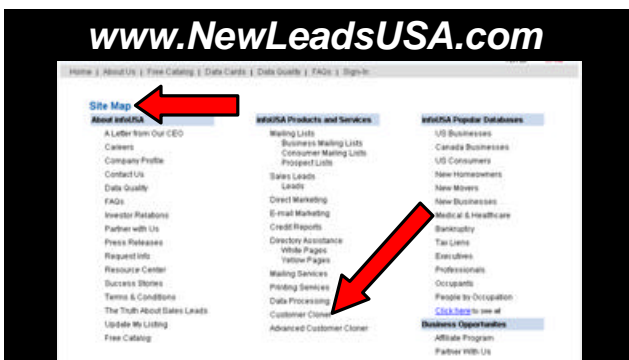
Marketing as a Destination Business

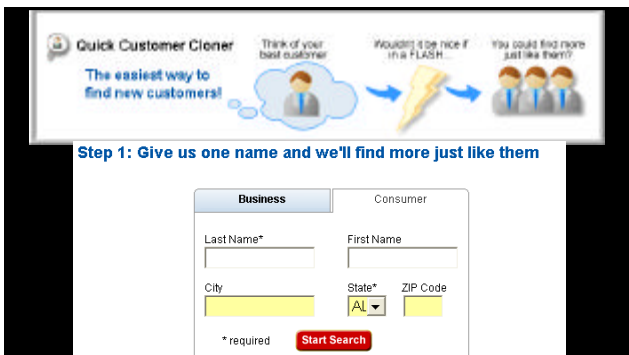
✓Find them, clone them, & get to them first

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MOVING TARGETS
NEW RESIDENT DIRECT MARKETING

**Low-cost mailings
turn today's
new neighbors into
tomorrow's
loyal customers!**

Your Monthly Average New Mover Count...

For the **80501** zip code, the average monthly mover count is **278**

You can reach all **278** families every month for only \$1.63 each — a total of **\$453.14** — or you can reduce the number to any quantity you choose.





Custom Trade Area Mail Tools
Mail EXACTLY where you want!

You can search again below:

Enter 5-digit zip code (i.e., 00001, 50001, etc.) and we'll give you the average monthly count of new movers for that zip. This figure includes ALL movers. Applying "Selects" (i.e., income, distance moved, type of dwelling, etc.) will reduce the total. Your Account Executive will help you decide what's best for you. If you wish, we can use **any mile radius**, or even a **custom trade area**. Call 800-926-2451 or e-mail info@schallert.com and any trade area you choose and we'll get you the mover count.

Enter Zip Code Here **GO!**


 

Marketing as a Destination Business

- ✓ Accelerate word-of-mouth
- ✓ Create a testimonial collection system
- ✓ Create a referral system for Top 10%

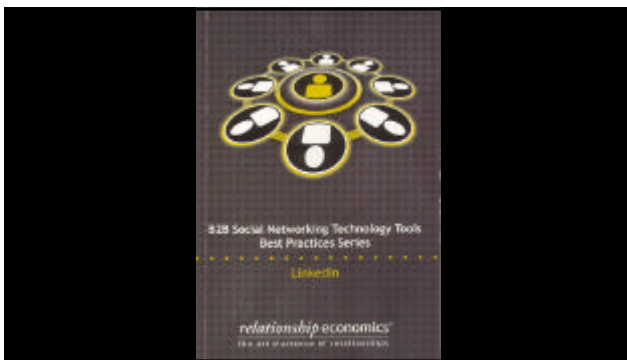
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Using Social Networking

- ✓ MySpace
- ✓ Facebook
- ✓ Twitter
- ✓ LinkedIn



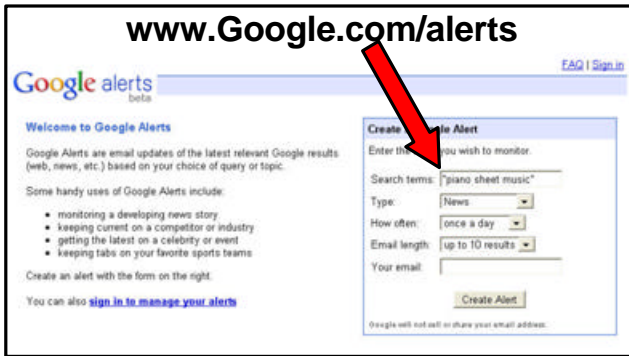
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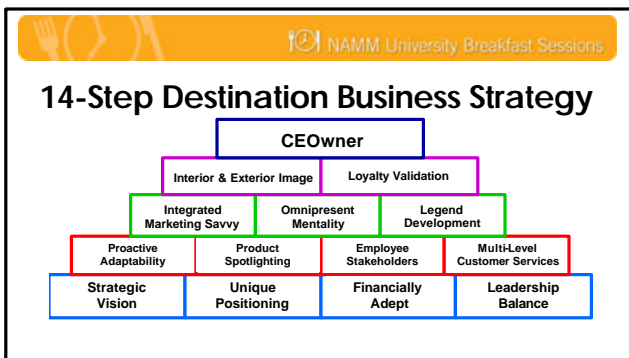
Marketing as a Destination Business

- ✓ Focus on marketing that hits all 5 Zones
- ✓ Direct mail, Internet, and publicity reach every zone, equally well
- ✓ Publicity is 12 times more believable than advertising

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