



Turn Any Business into A Consumer Destination

Developed by Jon Schallert, Destination Business Expert

Help local businesses

- Grow sales revenue
- Increase exposure
- Build a sense of community
- Change the course of your business district

A program from





Program Overview

One of the biggest challenges facing small business owners today is how to set yourself apart in an increasingly crowded sea of businesses. The growth of online commerce means that a local business has more competitors than ever. How to stand out in a way that helps a business grow is critical to success.

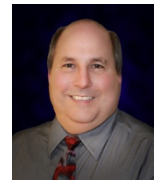
In 2002 Jon Schallert taught his first Destination Bootcamp, a 2-1/2 day course only offered in person. Jon developed this program by interviewing more than 10,000 small business owners and learning the powerful secrets to their success.



In 2019, Jon started training facilitators for the Destination Creation Course, a condensed version of the Bootcamp that could be taught online or in person, anywhere a group of interested business professionals could gather to learn.

Our Methodology

Roger Russove, a Senior Consultant with Rawley Point Economic Advising, became a certified facilitator for the Destination Creation Course in 2021. Roger has facilitated courses throughout Wisconsin with the Wisconsin Main Street Program and has created a unique approach to assisting small business owners via the Destination Creation Course.



Your Destination Creation Course workshop can be offered as a one- or two-day classroom course, with the one-day course featuring the critical chapters of this eight-step program, and the 1-1/2 day course covering seven chapters in more depth.

Following the classroom portion of the workshop, Roger will visit each of the participating businesses in person. This one-on-one session will allow for specific discussion about your business to enhance the results of the course for the business owners.

After the workshop the business owners will have permanent access to the video lessons presented during the course, work sheets and all other reference materials covered during the workshop. Roger will also be available to provide guidance for businesses and students for two years after the workshop.





Workshop Details – One Day Program

Our one-day classroom course is a fast-paced day of information covering 5 separate lessons of the Destination Creation Course. The lessons will include dozens of real world examples of successful destination businesses from all over North America. We will identify different points of differentiation and begin to home in on what may work for each participating business. Please see below for session descriptions.

Session 1: Becoming a Destination Business

In this session you will be introduced to the concept of destination businesses: what they are & the primary benefits of making any business a destination.

Session 2: The Foundation of a Destination Business: Your Unique Positioning Statement

Understand what Unique Positioning is and how it is different than a unique selling proposition. Learn why your business needs a UPS and why it is more important than a tagline. Begin the process of writing your all important first sentence.

Session 3: Capturing Consumer & Media Attention

We will cover Product Spotlighting ideas that can help you compete with larger competitors and online businesses. and attract media attention. Micro-niche items, signature products and monuments will be discussed here.

Session 4: Creating a Customer Focused Company

The difference between customer service and customer focused businesses. How to create ultra-services to improve customer loyalty. How your business can become a customer-focused company.

Session 5: Your Leadership Responsibility

Understanding your role as a leader, mentor and owner of your business. Analyze impact and effort of each project you consider. Remembering your priorities as you run your business. Getting your employees involved in the Destination Creation process.





Workshop Details – Two Day Program

The two day program will cover all of the lessons in the one day agenda, with more in depth discussion and extra interviews from experts in specific areas of the process. We will also include the following topics.

Session 6

Targeting Your Most Profitable Customers

This session will share ideas about how to identify your Top 10%: the most valuable customers you have. Once you have accomplished this, you can plan how to find and attract more of these people and develop ideas to give them more of what they want.

Session 7

Marketing Your Destination Business

We will discuss high integrity forms of media, Jon's top 3 advertising principles and the cost of retaining a customer vs attracting a new one. Learn how to attract free publicity for your business, one of the core principles of the Destination Creation Workshop. This session will involve the participants sharing tips and tricks they use to make their marketing more effective.





Student Participation

Student participation is a vital piece of the Destination Creation Program from Rawley Point. The opportunity created by this will be a great benefit to both the students and the business owners.

Students will be asked to do some research on their assigned business prior to the workshop and share that information with Roger. Students will be invited to the classroom portion of the workshop, but attendance is not mandatory. The students will attend the one-on-one sessions with Roger and the business owner, where they may share the findings of their previous research.

After the completion of the workshop the students will continue to assist the business owner to develop and implement the Unique Position of the business, communicating with Roger as needed. This is an important responsibility, as it will allow the business owner to more effectively manage their time, as well as potentially helping the business owner learn more effective ways to use some of the marketing tools available to them.

Logistics

The classroom should be set with tables or desks for participants to take notes.

Roger will sit and stand during the classroom and would need a table about 4'x4' for him to sit at. If there will be more than 30 participants a microphone would be preferred.

A video screen (or screens) that is visible to all participants is required with a suitable audio system for the room. An HDMI connection will be needed. Roger will bring his own laptop with the presentation on it. An internet connection and power will be needed at this table.

The one-day workshop will require something that can be eaten while working. Please plan accordingly. The two-day workshop will allow an hour each day for lunch. There will be breaks throughout the day, so some sort of snacks would be fine.

Lunch and other refreshments will be provided by the host organization for the classroom day(s) of the workshop.

A list of participating businesses that includes business name, address and phone number, owner's (or other participant) name and email address, will be provided to Rawley Point at least two weeks prior to the workshop.





Investment for Workshop

The base fee for the Rawley Point Destination Creation Workshop is \$30,000. This fee includes the one-day program as described, as well as two days of one-on-one business visits. Maximum participation is 16 businesses.

The 1-1/2 day program will add an additional \$3,000 to the base fee, and will allow up to 20 businesses to participate.

Additional businesses may be included at an investment of \$500 per business, assuming they are added in multiples of eight.

All businesses registered for the workshop will receive lifetime access to all videos, worksheets and other workshop information as provided by the Schallert Group.

Roger will provide ongoing guidance to all participating businesses for two years after the date of the workshop. Email, video calls and phone contact will be available.

