

# LESSON 1



## Becoming a Destination Business

*Everything is always  
impossible before it works.*

- Hunt Greene

**Introduction to  
Becoming a  
Destination Business**

**Jon Schallert, President  
The Schallert Group, Inc.  
www.DestinationBootCamp.com**

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**Key Objectives of this Video**

- 1. Defining a Destination Business**
- 2. Destination examples**
- 3. Introduce new Destination terminology**
- 4. Advantages of Destinations**

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**What's a Destination Business?**

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

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**What's a Destination Business?**

*A business that's so compellingly unique, customers say:  
"That's the only place where I'm buying!"*

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**14-Step: Destination Business**

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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**What Can Be a Destination?**

- **Retail store**
- **Restaurant**
- **Service business**
- **Professional practice**
- **Any consumer-oriented business**

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**What Can Be a Destination?**

- If your goal is to attract consumers, your business has the ability to turn itself into a Destination***

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**Classifying Businesses**

- **Destinations**
  - *Create their own traffic*
  - *Pull customers from beyond demographics*
  - *Use their uniqueness to pull customers to them*

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**Classifying Businesses**

- **Traffic dependent**
  - *Difficulty standing alone*
  - *Many national chains*
  - *Less unique because they've been replicated into multiple outlets*

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**Creating a Destination Business**

- *Destinations are businesses that are so compelling different that consumers:*
  1. *Willingly go out of their way to visit or spend money with them*

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**Creating a Destination Business**

2. *Can compete with larger competitors, both physical and online locations*
3. *Cause consumers to willingly postpone their buying decision until they can visit them*

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**Creating a Destination Business**

4. *Pull local consumers and consumers from outside their marketplace, often coming from great distances away*

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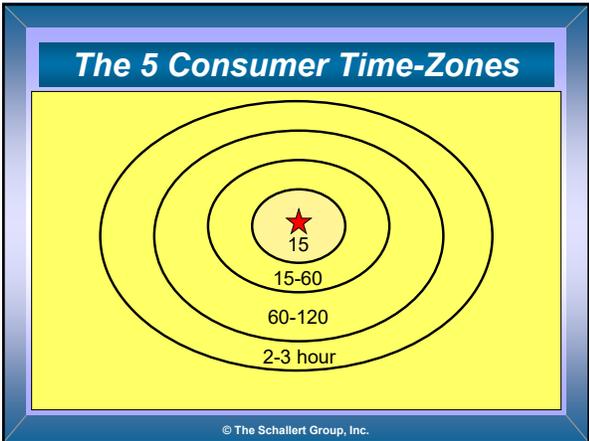
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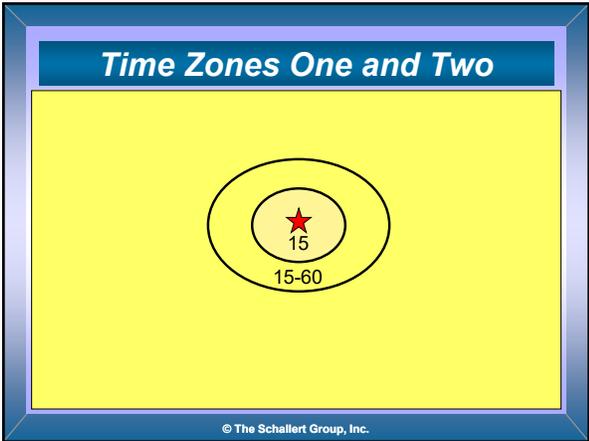
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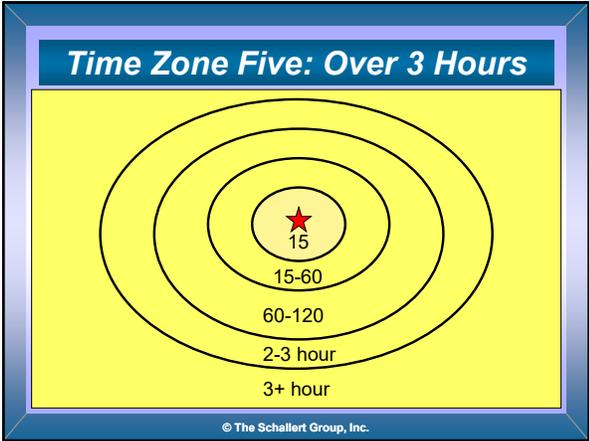
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**Definition #2: Destination Business**

*A business that's so compelling different, it pulls consumers and the media from all 5 Time Zones*

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**Advantages of Destinations**

- ***Non-locals spend more and generate a higher IAT (Individual Average Transaction)***
- ***Destinations generate more free publicity (12 times the believability of an ad)***

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**Advantages of Destinations**

- ***Destinations create more word-of-mouth buzz***
- ***Destinations typically have lower overall marketing costs***

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## PARTICIPANT EXERCISE: LESSON 1.1

Jon Schallert: *Introduction to Becoming a Destination Business*

Training Time: 16:01

1. Think about a Destination Business that you went out of your way to visit and buy from even though it was quite a distance from your home.

- a. Why did you travel that distance for it?

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- b. What do you remember about it?

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- c. Did it meet your expectations after you'd been there? Why or Why not?

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2. Discuss with the group your experiences of Destination Businesses. What do all of your stories have in common?

**The Power of a Destination Business**

**Jon Schallert, President  
The Schallert Group, Inc.  
www.DestinationBootCamp.com**

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**Key Objectives of this Video**

- 1. The Destination Pyramid**
- 2. Your new competitors**
- 3. Defining your marketplace versus settling for it**
- 4. Thinking like a Destination Business owner**

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**14-Step: Destination Business**

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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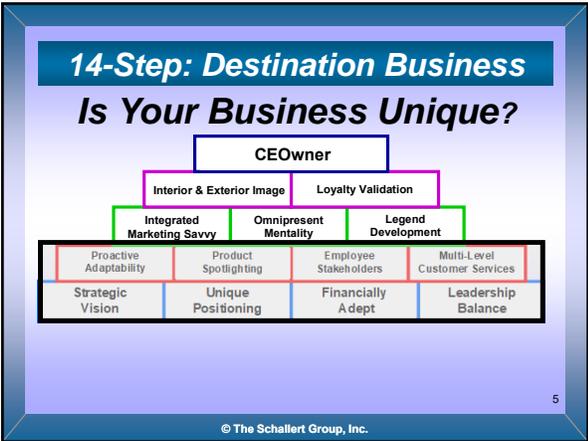
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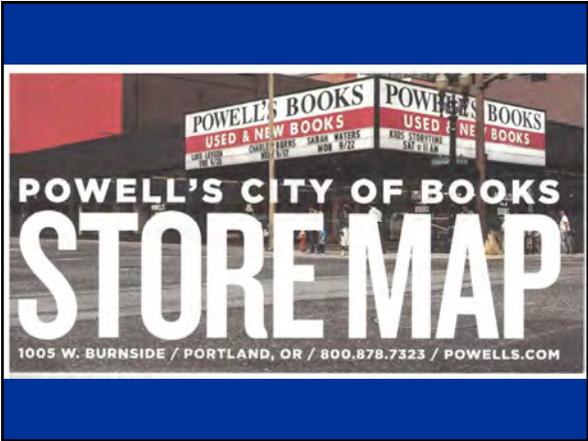
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***Your Destination Mindset***

***You must start thinking  
of your business and  
yourself as being able  
to compete on a  
larger scale!***

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**Adopt a Destination Mindset**

- ✓ **No guarantees about Destination business success except one:**
- ✓ **If you don't imagine yourself a Destination, it will never happen!**

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**Your Points-of-Uniqueness**

- ✓ **Comparing your business?**
- ✓ **DON'T!**
- ✓ **Don't get into the trap of only rising to the level of your nearest competitor!**

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**Your Destination Mindset**

- ✓ **Your points of uniqueness must exceed your local competition**
- ✓ **Your business competes with every competitor**

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**Destination Business Success**  
**Destination Success only happens when your business is so Positively Memorable that customers willingly spread the news!**

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**14-Step: Destination Business**  
**Where Positively Memorable happens**

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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**Line of Average Exercise**  
**Evaluate these 5 areas of your business:**

1. **Products: What you sell**
2. **The service(s) you offer**
3. **Your physical environment**
4. **Your performance as a Leader**
5. **Your marketing & advertising**

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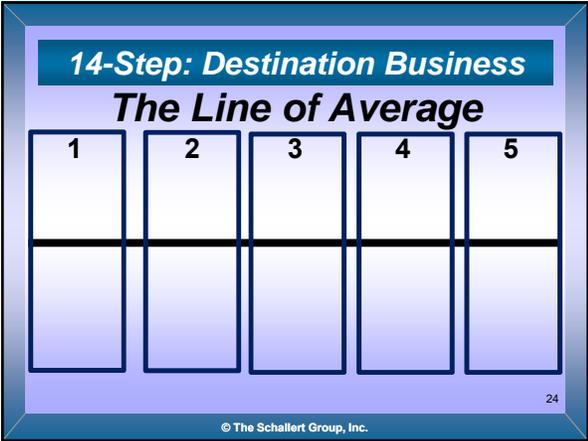
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# Line of Average Exercise

<b>Products</b>	
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<b>Services</b>	
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<b>Physical Space</b>	
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<b>Leader</b>	
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<b>Marketing</b>	
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## Key Takeaways: Lesson 1 - Becoming a Destination

1. Every business that becomes a Destination Business first started out pulling local customers. The first major change to becoming a Destination happened when the owner of the business set their expectations and vision for the business higher, envisioning a greater goal.
2. It's not enough to be different from your competition; you must be Unique and 1-of-a-kind, like no other business in your industry.
3. For a business to be a Destination, you must be Unique AND you must market your message to larger audience. Otherwise, your business could still remain a secret.
4. If your primary differences are product selection and lower price, your differences can be easily matched by your competitors.

**What's Your Most Important Takeaway from this Lesson?**

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**PARTICIPANT EXERCISE: LESSON 1 - PART 2**  
**Jon Schallert: *The Power of a Destination Business***

Training Time: 12:23

Jon says that we must market ourselves to a larger marketplace beyond our local community.

1. Where do you market your business now?

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2. How far outside your community do you market your business?

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3. What differences do you see with your local customers versus ones who come from farther away?

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**PARTICIPANT EXERCISE: LESSON 1 – PART 2**

Jon Schallert: *The Power of a Destination Business*

4. Who are some of your competitors who are outside of your community that your business competes with?

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5. What parts of your business are Positively Memorable to customers?

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