

ABOUT THIS LESSON WITH JON SCHALLERT:
***“Capturing Consumer & Media Attention
Using Product Spotlighting”***

Time: 21 minutes, 01 seconds

KEY OBJECTIVES OF THIS TRAINING:

1. How to use Product Spotlighting to compete with larger competitors
2. Getting consumers to know you have great product selection, without saying the word “Selection
3. Learning the 3 techniques of Product Spotlighting:
 - a. Micro-Niche lines
 - b. Signature items
 - c. Monuments
4. Their power to attract the media and get free PR