

Tips and Tactics to Increase Customer Traffic

presented by

Jon Schallert, President

THE

Schallert

GROUP

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JON SCHALLERT

President, The Schallert Group, Inc.



Jon Schallert is an internationally-recognized speaker and small business expert who teaches businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step "Destination Business" process, which he developed over the course of twenty-one (21) years of working with small business owners.

Jon's Destination Business strategy has been used extensively by cities, towns, downtowns, shopping centers, retail chains, franchises, and independent small business owners.

Jon Schallert was born in Wisconsin, raised in Colorado, and graduated from the University of Colorado. For ten years, Schallert worked for greeting card giant Hallmark Cards, where his unique marketing strategies were publicized throughout the company as "the Schallert Method". Hallmark used his expertise on a nationwide multi-million dollar new product rollout, and tapped Schallert's experience for their national reinvention of their card shop channel into "destination" stores.

In 1996, Schallert left his successful career at Hallmark Cards and started his consulting firm, The Schallert Group, Inc. He began speaking to small business owners in cities, downtowns, and communities around the country. After years of annually conducting hundreds of on-site consultations, and studying the most successful small business owners in the country, Schallert developed his proprietary 14-step Destination Business process that he teaches today.

In 2002, while maintaining his extensive travel and speaking schedule, Schallert launched his "Destination Business BootCamps", where clients spend two and one-half days with him, learning how to reinvent their businesses and marketplaces into Destinations. His BootCamps are now conducted four times a year.

In 2004, in order to give more assistance to small business owners, Schallert started his small business one-on-one consulting program, the "Destination Success Network". Members of the Destination Success Network call in to receive monthly consulting assistance from Schallert, receive Schallert's monthly, subscription-only newsletter, "Destination Business", and participate in group Tele-Seminars.

In 2008, The Schallert Group, Inc. invested in rich media training technology to bring Schallert's proprietary workshops to small business owners around the world. *The Schallert Group is the only small business consulting firm in the country employing this technology to train small business owners* (www.DestinationUniversity.com).

Schallert's insight is frequently seen in national publications such as The Wall Street Journal and Entrepreneur Magazine. He is the only consultant in the world to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association, and the National Main Street Network.

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Take the Poll

- ✓ *When you watch this on your own*
- ✓ *Take today's Poll*
- ✓ *Above to the left*
- ✓ *On customer traffic*

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Increasing Customer Traffic

We are in the middle of a period of business reinvention!

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Becoming a Destination

- ✓ **Being a Destination is not easy**
- ✓ **Not just one thing**
- ✓ **Reposition business in eyes of a consumer**

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14-Steps: 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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Targeting Consumers

15

15-60

60-120

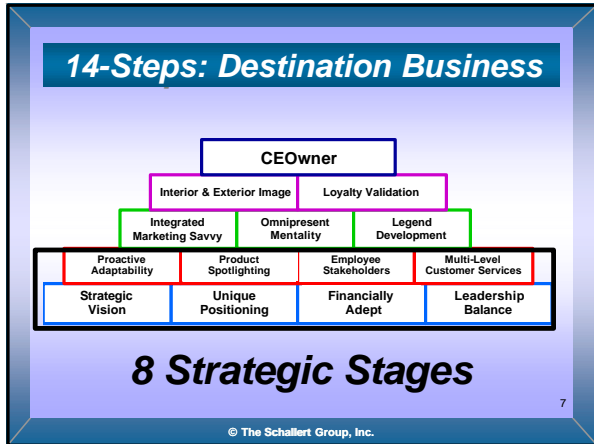
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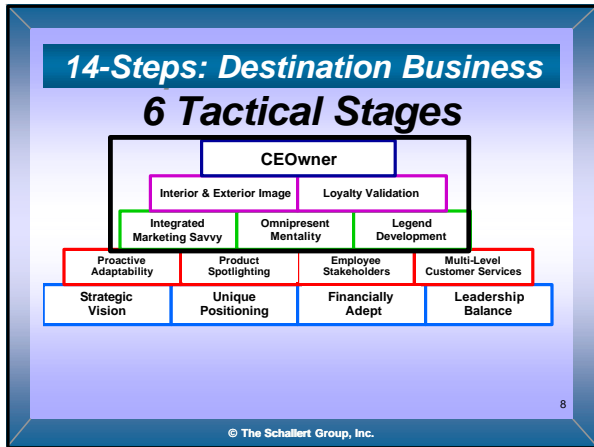
3+ hour

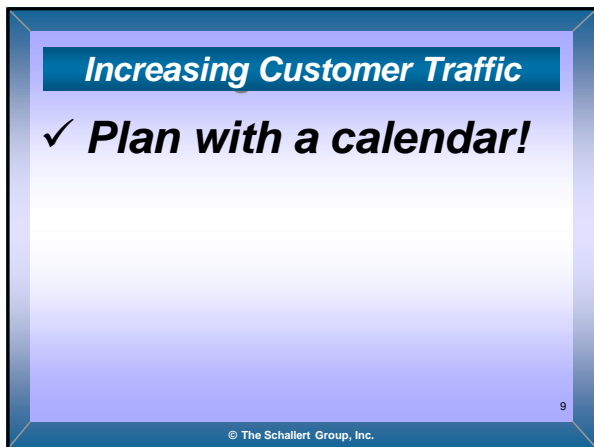
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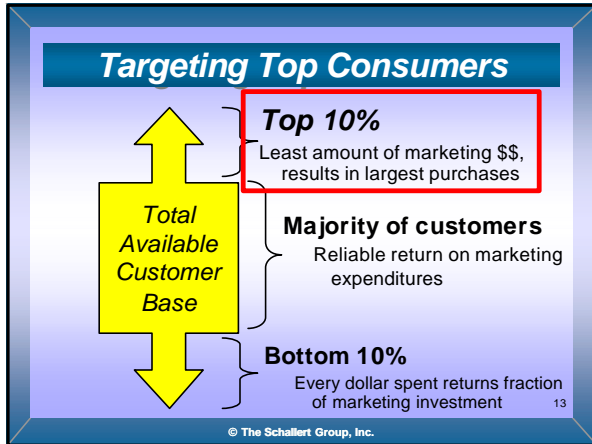






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Increasing Customer Traffic

- ✓ Existing vs. New
- ✓ Existing to visit more often and spend more
- ✓ "Low hanging fruit"
- ✓ Traffic vs. IAT

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Increasing Customer Traffic

- ✓ Individual average transaction (IAT)
- ✓ Know your numbers!
- ✓ What's up or down matters!

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Your Sales System

- ✓ **Your sales system**
- ✓ **What needs to be sold?**
- ✓ **How much every day?**
- ✓ **Where's the problem?**

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Your Sales System

“A salesman minus enthusiasm is just a clerk.”

Harry Banks

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Your Sales System

- ✓ **Existing customers use the 1/10th Rule**
- ✓ **Database capturing!**
- ✓ **Create customer hook**

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Customer Hook

ELIZABETH COUNTRY CORNER
KIOWA COUNTRY CORNER
Food & Retail Supply Stores

WIN BRONCOS TICKETS

For a September 2008 Regular Season game
By Signing up for our E-Mail "Mailing List"

We will draw you up to 1000 of our special award-winning items. Items will come in great special offers and are in only for those who signed up for the Mailing List. Drawing will be held on September 8, 2008 for the contest.

Name: _____
Address: _____
City, State, Zip: _____
Phone #: _____
E-mail Address: _____

What animals do you love?

Horse Cattle Sheep Chicken
 Dog Pig Turkey Duck
 Cat Goat Rabbit Other (please specify) _____

Do you own any of the following?

Western Horse Decor Western Gifts English Gifts
 English Horse Decor Country Memorabilia Livestock Supplies
 Western Furniture Children's Toys BBQ Grills
 Wild West Hoses/Tools Jewelry Fishing & Boats
 Other (please specify) _____

Please Note: All participants will receive an e-mail copy of this form.

Increasing Customer Traffic

- ✓ **Use email marketing**
- ✓ **Create urgency**
- ✓ **At least once a month**
- ✓ **Must have a Call-to-Action**

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Increasing Customer Traffic

- ✓ **Every marketing message has a Call-to-Action!**
- ✓ **Focus on your top profit margin products**

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Effective Offer



Game Time Coupon 50%
OFF one regular priced in-stock item under \$30
Valid 2 p.m.- 6 p.m. only.

ACE The helpful place.
Valid only at Ace Hardware Longmont from 2 p.m.- 6 p.m. Sun. 12/14/09. One coupon per customer. Customer must present coupon at time of purchase.

Call-to-Action



Game Time Coupon 50%
OFF one regular priced in-stock item under \$30
Valid 2 p.m.- 6 p.m. only.

ACE The helpful place.
Valid only at Ace Hardware Longmont from 2 p.m.- 6 p.m. Sun. 12/14/09. One coupon per customer. Customer must present coupon at time of purchase.

Broadly targeted



Game Time Coupon 50%
OFF one regular priced in-stock item under \$30
Valid 2 p.m.- 6 p.m. only.

ACE The helpful place.
Valid only at Ace Hardware Longmont from 2 p.m.- 6 p.m. Sun. 12/14/09. One coupon per customer. Customer must present coupon at time of purchase.

30% off
Select Customer Merchandise

ACE The helpful place.
Valid only at Ace Hardware Longmont from 2 p.m.- 6 p.m. Sun. 12/14/09. One coupon per customer. Customer must present coupon at time of purchase.

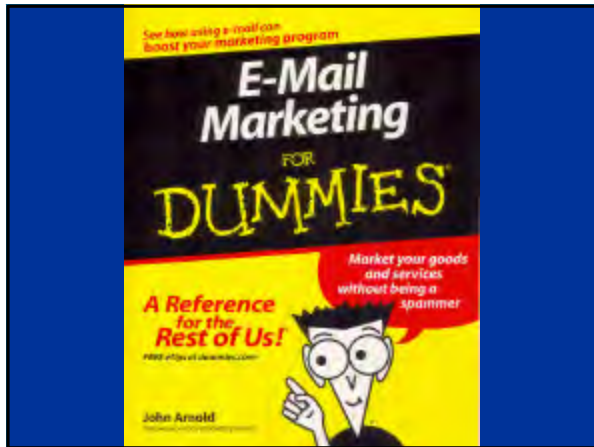
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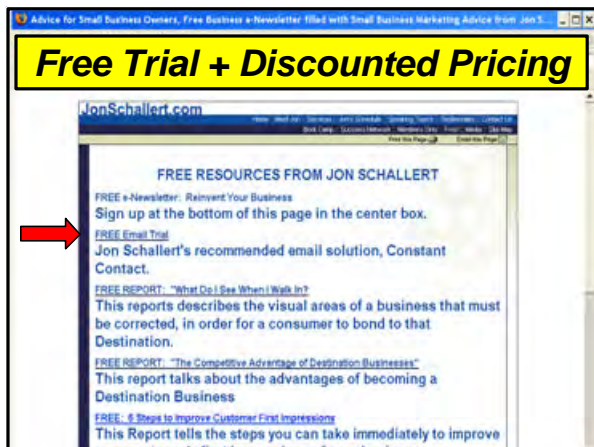
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Call-to-Actions That Work

- ***This is what we offer***
- ***This is what problem it solves***
- ***Tie to this economy***
- ***Come and get it now!***

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Increasing Customer Traffic

- ✓ **Create collective database system**
- ✓ **Create consumer-oriented marketing materials**

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Increasing Customer Traffic

- ✓ **Partner with non-competing businesses who can use the same database**

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Increasing Customer Traffic

- ✓ **Interact with every customer coming in**
- ✓ **What's important in your business today?**
- ✓ **Get it in their hands!**

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Targeting Top Consumers

Top 10%
Least amount of marketing \$\$, results in largest purchases

Majority of customers
Reliable return on marketing expenditures

Bottom 10%
Every dollar spent returns fraction of marketing investment

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Destination Successes

- ✓ **Speaking to civic groups**
- ✓ **Conducting class on food bargains**
- ✓ **Winterizing seminar**

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ENERGY COSTS GOING UP ANOTHER 100% !!!

FREE HOME WINTERIZING SEMINAR
SAT OCT 25 11AM to 12:30PM

COUNTRY ACE HARDWARE – 627 W. AGATE, GRANBY, CO

Learn how to save hundreds of \$\$\$ on your home energy costs. Enter to win a \$1,000 home energy audit and winterization kit. Attendees get a coupon for 25% off winterization products at Ace Hardware. Sponsored by:

ACE The helpful place. **Lightly Trading, Inc.** Energy & Design **Xcel Energy**

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Increasing Customer Traffic

- ✓ **Control expenses but**
- ✓ **Expand time!**
- ✓ **Alter traditional time that you are open!**

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Social Networking

- **Social networking: Building an online community of people who share interests, activities, and commonalities.**

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Issues with Social Networking

- **Minimal \$ investment**
- **Time intensive**
- **Much quicker to spread information**
- **If too aggressive...**

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Issues with Social Networking

- *...people will fail to respond*
- *It's not all marketing*
- *"Information immediacy"*

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Social Networking Tools

- *MySpace: Youngest age group*
- *Facebook: Fastest growing, 200+ million*
- *Twitter: Expert-based*

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Facebook

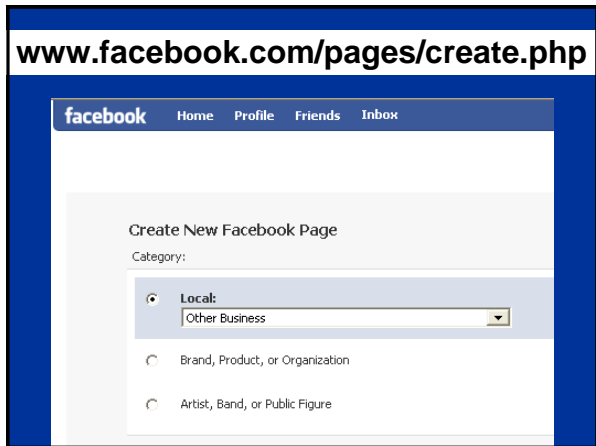
- *+35 fastest growing*
- *Messages to followers*
- *Photo-oriented*
- *Create a Fan page*

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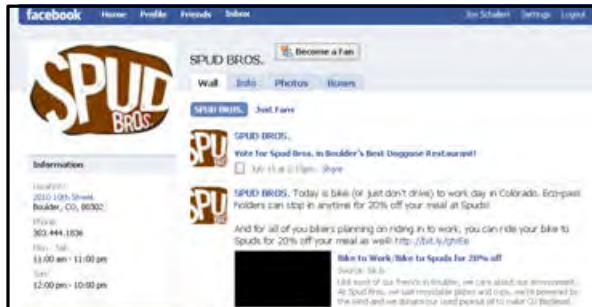




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The first 25 people who whisper “gingerbread” at each Sprinkles today receive a free gingerbread cupcake topped with cream cheese frosting!



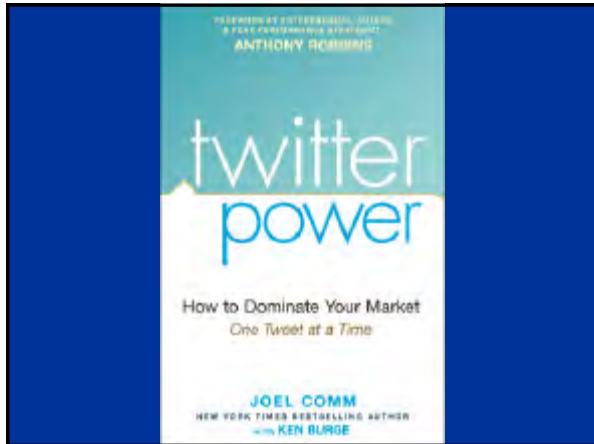
Spud Brothers Facebook page



...You can ride your bike to Spuds for 20% off your meal...

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Is Twitter Right For You?

- **Willing to update?**
- **Celebrity oriented**
- **Willing to be an Expert in your field?**

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Is Twitter Right For You?

- **Low cost, high margin products?**
- **Products or services with high perceived value, but low cost?**

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Is Twitter Right For You?

- **Does your business have changing news?**
- **Great for notifying customers of specials and updates**

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•Mobile BBQ van
•37,000 followers



•New tea every week
•50+ shipments/wk

While supplies last: Order three or more pouches, get a FREE pouch of our Independence Day Blend! Only a few left! <http://www.52teas.com>
3:02 PM Jul 27th from web

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The first 25 people to whisper "gingerbread" at each Sprinkles today receive a free ginger cupcake topped with cream cheese frosting!

The first 25 people to whisper "cordial" at each Sprinkles today receive a free chocolate cupcake topped with sweet cherry frosting!

The first 25 people to whisper "Elvis" at each Sprinkles today receive a free King Cupcake - banana cake topped with peanut butter frosting!

Red Rover, Red Rover, send red velvet right over! The first 25 people to whisper "red rover" at each Sprinkles receive a free red velvet!

Bike to Work/Bike to Spuds for 20% off

spud bros. on June 23rd, 2009

Like most of our friends in Boulder, we care about our environment. At Spud Bros. we use recyclable plates and cups, we're powered by the wind and we donate our used peanut oil to make CU Biodiesel. And speaking of green, we've recently added romaine salads to our menu. Topped with fresh veggies and a variety of dressings, these will definitely satisfy your green side!

To say thanks to those of you who do your part, we've been offering 20% off any meal purchase to EcoPass holders.

And since tomorrow is Bike To Work Day in Colorado, we'd like to extend this 20% off offer to all Boulderites who make the trek to work via pedal power and leave their cars in the garage! So safe riding tomorrow, Boulder, and once you build up your appetite, make sure to stop in at Spuds with your bike or EcoPass for some more "green" goodies or Spuds' amazing sweet potatoes!

In honor of National French Fry Day, text "FRIES" all day to 303.847.5995 to receive a special offer from Spuds straight to your cell phone!

Thanks from Spud Bros!
Show us this text at the store and get a FREE bottle of Spud Bros. Wasabi Ketchup!

And forward this to a friend!

GET LOCAL CUSTOMERS TO SPEND MONEY LOCALLY

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Getting Local Customers To Spend Money Locally

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

Getting Local Customers to Spend Money Locally

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

Today's Webinar Objectives

- ✓ **5 reasons locals don't spend locally**
- ✓ **Using customers and charities**
- ✓ **Marketing Tool Belt**

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Today's Webinar Objectives

- ✓ **Database capturing**
- ✓ **Targeting top customer tools**
- ✓ **Business social networking**

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Go Ahead and Ask!

- ✓ **Email questions anytime**
- ✓ **Write them and submit**
- ✓ **Send via the “talk bubble” 2nd from left**

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Take the Poll

- ✓ **When you watch this on your own**
- ✓ **Take today’s Poll**
- ✓ **Above to the left**
- ✓ **On customer traffic**

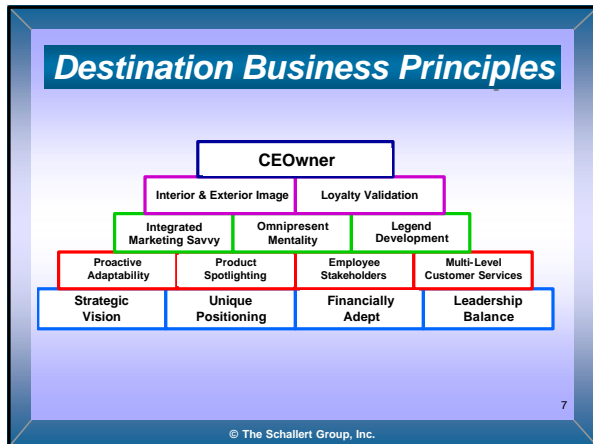
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The 5 Consumer Time-Zones

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Unique Positioning Statement

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

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Today's Webinar Objectives

- ✓ **Not your marketplace**
- ✓ **Not your city or town**
- ✓ **Not your state**
- ✓ **Must think about a larger market!**

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#1: Why Locals Go Elsewhere

They know your business exists, but they don't like it

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#2: Why Locals Go Elsewhere

Your business doesn't have what they want

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#3: Why Locals Go Elsewhere

***They think
somewhere
else has what
they want***

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#4: Why Locals Go Elsewhere

***They don't
know your
business
exists***

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Use Yourself In Your Marketing

***Catch local
customers by
marketing you
as the owner!***

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#5: Why Locals Go Elsewhere

Your business isn't a Destination to them

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Destination Business Principles

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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"Marketing Tool Belt"



Getting Local Customers To Spend Money Locally

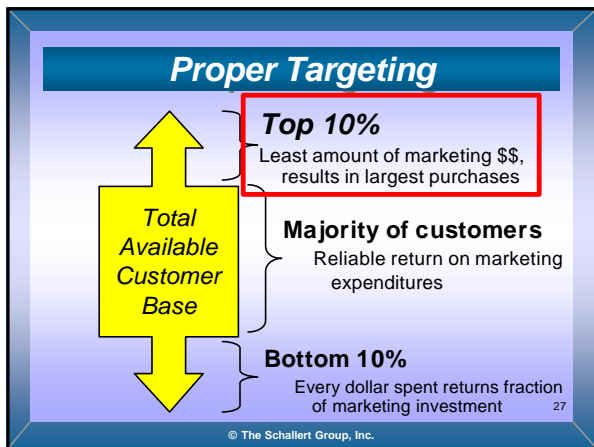
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Your "Marketing Tool Belt"

- ✓ **Out of 27 different advertising & marketing tactics:**
- ✓ **17 are no cost or FREE!**

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Your "Marketing Tool Belt"

- ✓ **Proper database usage**
- ✓ **Creating a Consumer Hook**
- ✓ **Collect every customer name**

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JOIN OUR VIP club


Join our VIP (VERY IMPORTANT PICKLE) email club today and you'll get hooked up on your Birthday, the anniversary of your membership and we'll even throw you a free sandwich just to say hi, "Welcome to the club!"

3 Consumer Hooks: Birthday, anniversary of membership, and free sandwich for joining!

Spicy Pickle

By entering your mobile number you are agreeing to receive mobile alerts and offers. Standard text message apply.

We promise not to sell, rent or distribute your information. You must be 13 years or older to join. By providing your email address you are willing to be contacted about future and ongoing and may also be used for other marketing events. Please see all our terms.



A general group: Tourists

Getting Local Customers To Spend Money Locally


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



***A specific person:
Sally Smith in Longmont***



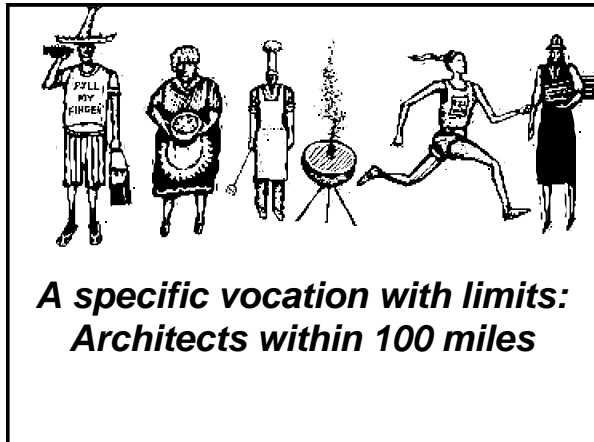
***A specific group:
Men, 35-60, who like to
BBQ***



***A very specific group:
Female marathon runners***

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Quick Customer Cloner
The easiest way to find new customers!

Think of your best customer → Wouldn't it be nice if in a FLASH! → You could find more just like them!

Step 1: Give us one name and we'll find more just like them

Business Consumer

Last Name* First Name

City State* ZIP Code

*required Start Search

Increasing Customer Traffic

- ✓ Shows all Smiths
- ✓ Age and income level
- ✓ Tells you the number
- ✓ Clone more Sallys!

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Traditional Media

- ✓ Print
- ✓ Direct mail
- ✓ Radio & Television
- ✓ Specialty products
- ✓ Billboards

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Capture Testimonials of Locals

- ✓ **Listen for praise**
- ✓ **Use a testimonial capturing device**
- ✓ **Ask for permission to use in your marketing**

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Increasing Customer Traffic

- ✓ **Works with businesses, too**
- ✓ **Look for Big Sale**
- ✓ **Use horizontal marketing**

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Third Quarter Marketing

- ✓ **Rob Fabian at Infousa.com**
- ✓ **(402) 537-7790**
- ✓ **(866) 373-2042**

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Getting Local Customers To Spend Money Locally

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

Zip Code 80501: 278

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 Map Tool: Map Search & Select the word

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 us with your complete address and any trade area you choose and we'll get you the mover count.

Enter Zip Code Here: **GO!**

**Ask for Jay or Terry Siff to
receive a \$100 Discount**



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

Getting Local Customers To Spend Money Locally

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"Must-Have" Website Priorities

- 1. Address, phone, hours on every page***
- 2. What makes us different!***
- 3. Destination directions***

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"Must-Have" Website Priorities

- 4. Consumer Hook***
- 5. Database collection: Constant Contact***
- 6. Satisfied customer testimonials***

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Suggestions for Using LinkedIn

- ✓ Social networking***
- ✓ Create a business network***
- ✓ Not like Facebook!***
- ✓ Don't invite everyone!***

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Getting Local Customers To Spend Money Locally

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

Suggestions for Using LinkedIn

- ✓ **Write your Profile first**
- ✓ **Conversational, but passionate!**
- ✓ **Add your history, not just current business**

49

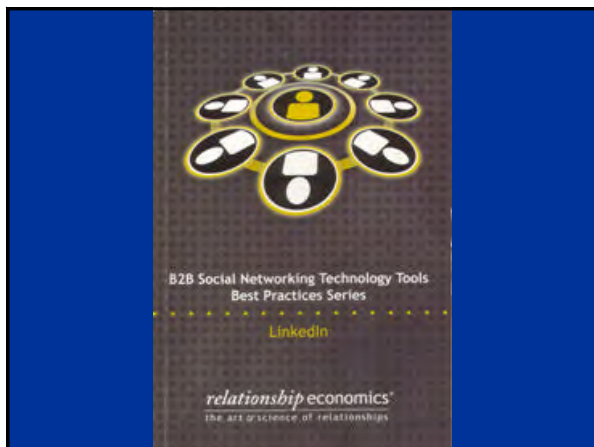
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Suggestions for Using LinkedIn

- ✓ **Connections write recommendations**
- ✓ **Take existing customer list and search for Top 10%**

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CAPTURING CUSTOMERS WHEN THEY ENTER YOUR DOORS: THE CRITICAL 7 SECONDS

presented by

Jon Schallert, President

THE

Schallert

GROUP

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www.JonSchallert.com
www.DestinationBootCamp.com
www.DestinationUniversity.com

JON SCHALLERT

President, The Schallert Group, Inc.



Jon Schallert is an internationally-recognized speaker and small business expert who teaches businesses and communities how to turn themselves into Consumer Destinations. Schallert speaks to thousands annually on his proprietary 14-step "Destination Business" process, which he developed over the course of twenty-one (21) years of working with small business owners.

Jon's Destination Business strategy has been used extensively by cities, towns, downtowns, shopping centers, retail chains, franchises, and independent small business owners.

Jon Schallert was born in Wisconsin, raised in Colorado, and graduated from the University of Colorado. For ten years, Schallert worked for greeting card giant Hallmark Cards, where his unique marketing strategies were publicized throughout the company as "the Schallert Method". Hallmark used his expertise on a nationwide multi-million dollar new product rollout, and tapped Schallert's experience for their national reinvention of their card shop channel into "destination" stores.

In 1996, Schallert left his successful career at Hallmark Cards and started his consulting firm, The Schallert Group, Inc. He began speaking to small business owners in cities, downtowns, and communities around the country. After years of annually conducting hundreds of on-site consultations, and studying the most successful small business owners in the country, Schallert developed his proprietary 14-step Destination Business process that he teaches today.

In 2002, while maintaining his extensive travel and speaking schedule, Schallert launched his "Destination Business BootCamps", where clients spend two and one-half days with him, learning how to reinvent their businesses and marketplaces into Destinations. His BootCamps are now conducted four times a year.

In 2004, in order to give more assistance to small business owners, Schallert started his small business one-on-one consulting program, the "Destination Success Network". Members of the Destination Success Network call in to receive monthly consulting assistance from Schallert, receive Schallert's monthly, subscription-only newsletter, "Destination Business", and participate in group Tele-Seminars.

In 2008, The Schallert Group, Inc. invested in rich media training technology to bring Schallert's proprietary workshops to small business owners around the world. *The Schallert Group is the only small business consulting firm in the country employing this technology to train small business owners* (www.DestinationUniversity.com).

Schallert's insight is frequently seen in national publications such as The Wall Street Journal and Entrepreneur Magazine. He is the only consultant in the world to receive the "Top Motivator" Marketing Award from Potentials Magazine. He is a member of the National Speakers Association, the International Downtown Association, and the National Main Street Network.

Capturing Customers in 7 Seconds

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







Capturing Customers in 7 Seconds

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Go Ahead and Ask!

- ✓ **Email questions anytime**
- ✓ **Click on the “talk bubble”**

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Take the Poll

- ✓ **Take today’s Poll**
- ✓ **Looks like a graph**
- ✓ **Weakest visual areas in your business**

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Key Objectives of this Webinar

- 1. Applying the 7 Second Rule to your business**
- 2. Making obvious your business differences with a customer’s first entrance**

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Key Objectives of this Webinar

- 3. *Using windows most effectively*
- 4. *How to use your customers in your signage and graphics*

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Key Objectives of this Webinar

- 5. *The critical areas that consumers notice*
- 6. *Creating signage that sells*
- 7. *Best practices*

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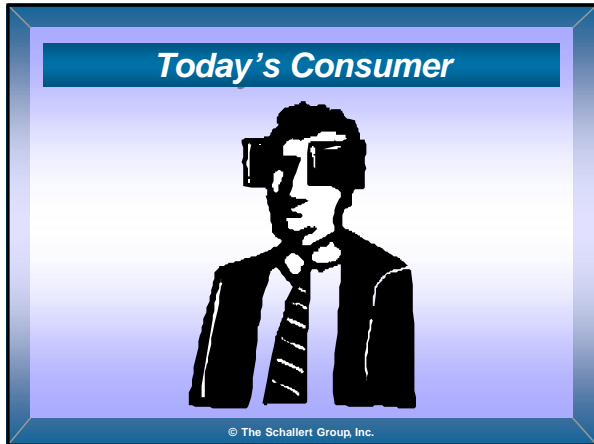
Destination Business Principles

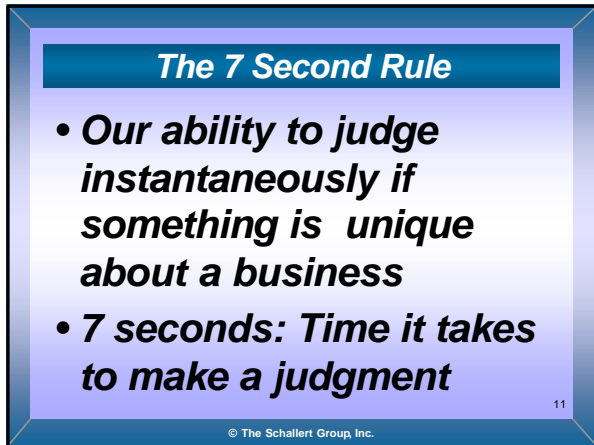
CEOwner			
Interior & Exterior Image		Loyalty Validation	
Integrated Marketing Savvy	Omnipresent Mentality	Legend Development	
Proactive Adaptability	Product Spotlighting	Employee Stakeholders	Multi-Level Customer Services
Strategic Vision	Unique Positioning	Financially Adept	Leadership Balance

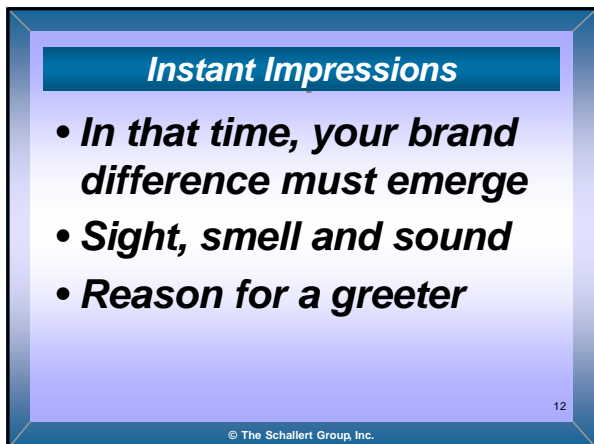
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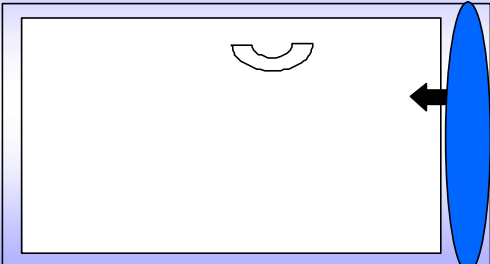
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Control Sounds & Music

- **Especially with older customers**
- **Sugo Music: Sell music and play royalty free**
- **Sirius-XM Radio**
- **Custom Channels**

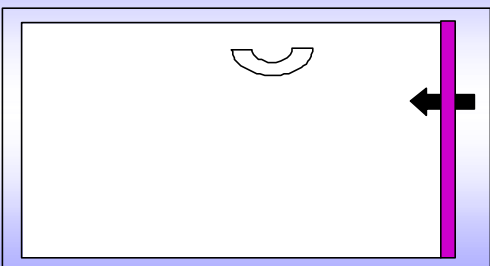
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Storefront & Exterior Signage



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Front Window Effectiveness

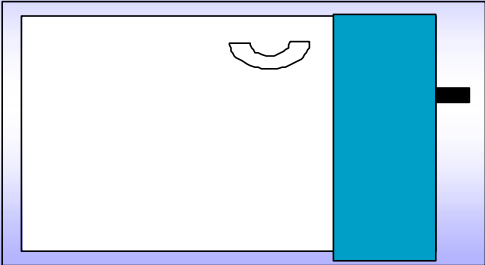


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Front 1/3 of Business



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Unique Positioning Statement

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

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History as Graphics

- ***Display longevity of business***
- ***Historic photos***
- ***Role and commitment to community***

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Displaying Customers

- **Display your customers' photographs**
- **Customers' uniqueness**
- **Create a Customer Wall-of-Fame**

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www.ClowdBike.com - Rich Carraro

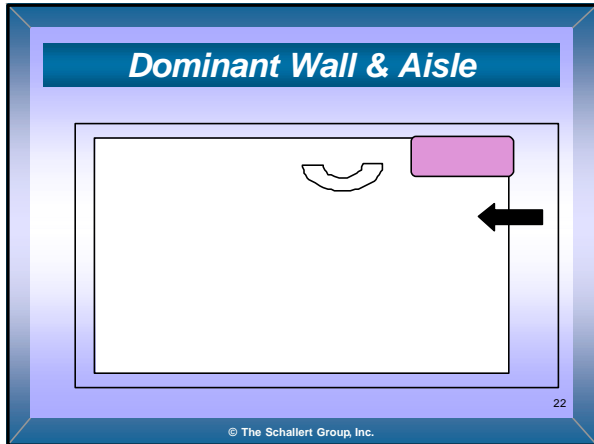
EVERYBODY'S FAVORITE TOY STORE
HEIGHTS TOY CENTER
EVERYBODY'S FAVORITE
LITTLE ROCK
What's Your Favorite Toy?

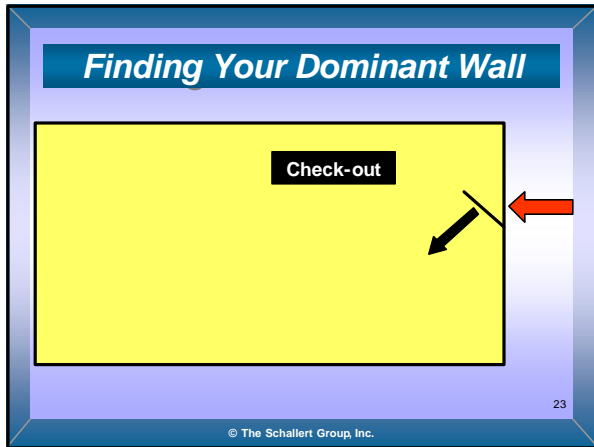
Check Out Area

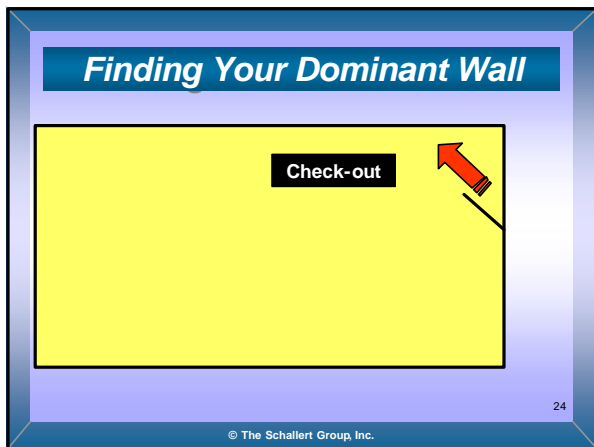
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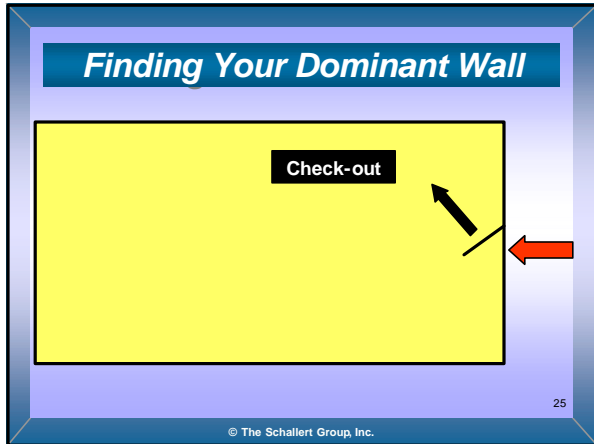


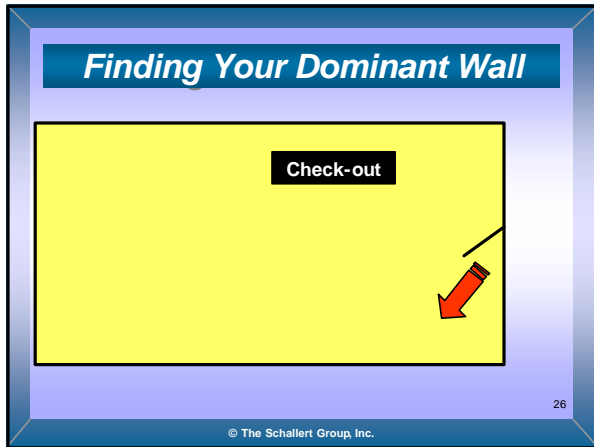


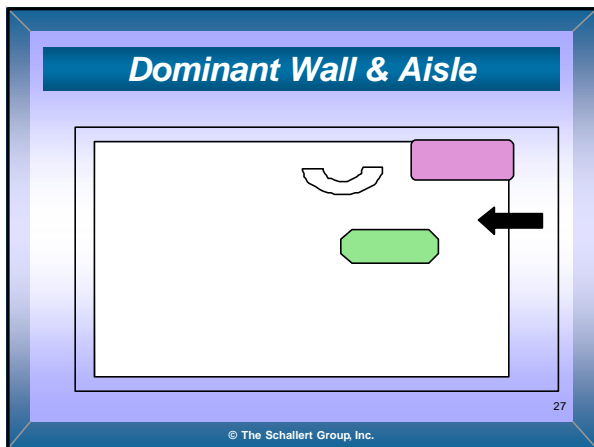


Capturing Customers in 7 Seconds

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St. Petersburg, FL: *"Capturing Customers When They Enter Your Doors - The Critical 7 Seconds"*

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