



DESTINATION CREATION PROGRAM

*The events of 2020
have highlighted
the need for businesses
to be nimble and to
have a unique identity
that draws loyal
customers.*

Join us for our inaugural
online session – starting
September 15, 2020



Destination Creation Program

The Schallert Group's Destination Business strategy has helped businesses large and small to capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. When independent business owners apply the destination strategy to their businesses, they naturally attract more local consumers along with customers from outside the traditional marketplace.

As a certified delivery agent of the program, NEOEDD believes that the examples and content of this program will help any small business that is seeking inspiration and specific tactics they can use to improve their business. One of the benefits of the program will be meeting with other business owners to talk about the concepts, share experiences and get feedback on new ideas.



Visit **EVENTS** at
[NEOEDD](#)
REGISTER

Each Chapter includes a pre-recorded webinar featuring internationally recognized business expert Jon Schallert, followed by worksheets and discussion that ties the material back to each business. This allows participants to finish a chapter and immediately put into practice the concepts discussed in the class.

Additionally, in each Chapter, selected interviews with world-class business experts and authors are included. Nine extra interviews have been selected to give supplemental information that dovetails with each Destination step.

Learning materials, including webinars, may be accessed via computer or mobile device for up to six months following the class via the Destination University portal.

Participant Fee: \$399
Discounts available for NE Oregon businesses and those with low-moderate incomes.

The Destination Creation Course is an 8-chapter class, with a new section on business tactics related to the Covid-19 crisis.

The inaugural program will be offered online Tuesday and Thursday evenings 5-7:30 p.m. September 15, 17, 22, 24, 29 and October 1, 6 and 8.

If the current schedule doesn't work for your business, but you are interested in attending, please contact LisaDawson@neoedd.org to express your interest and times of day/days of week that work for you.

If you are located in Baker, Union or Wallowa Counties, request a discount code (reducing the price to \$175) and find out how you can attend for free if your household qualifies as low-moderate income.

If you are ready to register – register at [Destination Creation](#).



Learning Objectives

CHAPTER 1: INTRODUCTION TO BECOMING A DESTINATION BUSINESS

- Defining a Destination Business and introducing Destination terminology
- Advantages of a Destination business
- The Destination pyramid
- The new Competition
- Defining the marketplace versus settling for it
- Thinking like a Destination Business

CHAPTER 2: FOUNDATION OF A DESTINATION BUSINESS

- Defining the Unique Positioning Statement (UPS) and why it is needed today
- Creating the 1st sentence and how it differs from a tagline
- Examples of business with effective UPS statements
- Four groups where the UPS will be used and why it's critical to all four
- Five key areas to find "your uniqueness"



NEW CHAPTER 9
Covid-19 Business Tips



CHAPTER 3: LEADERSHIP RESPONSIBILITY

- The most important role as a Destination Business Owner
- Analyzing Impact and Effort before taking action
- Perfectionism and its role in achieving what you want
- Looking at how you spend your time as your firm's/organization's leader

CHAPTER 4: TARGETING YOUR MOST PROFITABLE CUSTOMERS

- How to target your most profitable prospects
- Introducing Top 10% Customers and Top 10% targeting tools
- Targeting top customers with Facebook

CHAPTER 5: CAPTURING CONSUMER MEDIA ATTENTION

- How to use Product Spotlighting to compete with larger competitors
- Promoting great product selection without using the word 'selection'
- The three techniques of Product Spotlighting
- Accessing free media coverage

CHAPTER 6: CREATING ULTRA SERVICES & A CUSTOMER FOCUS

- Today's short-fuse customer
- Creating Ultra-Services that create customer loyalty
- Customer service versus customer-focus

CHAPTER 7: MARKETING THE DESTINATION BUSINESS

- Understanding the Top three principles of advertising
- How to use the five forms of High Integrity Media

CHAPTER 8: COLLECTIVE MARKETING: EVERYONE PLAYS BIGGER

- Advantages and benefits of collective marketing as a group
- Examining the top collective marketing tools to use
- Using cross promotions and bounce-backs effectively
- Taking advantage of Obscure Holidays to capture free publicity

Become a
Destination Business by
using your unique
positioning statement
and following tactics
that work!