

GADSDEN, Ala., Oct. 7, 2013 /PRNewswire/ -- Jon Schallert, whose "Destination Business" principles have transformed communities and companies across North America, will train Alabama small business owners and downtown professionals at a public event on Oct. 29 in Gadsden.

Schallert's all-day workshop, "The New Rules of Marketing Success: Capturing Today's Consumers as a Destination Business", is open to business owners, downtown advocates, civic leaders, and economic development professionals as well as Main Street officials and staff.

Schallert's strategies, developed in a career spanning three decades, have transformed thousands of mom-and-pop retail stores, restaurants, and other independent businesses into irresistible destinations for out-of-market consumers in more than 500 cities and towns.

Communities that have adopted his methods report increases in retail sales of up to 40 percent in as little as two years, even during the Great Recession.

"Jon's insight is frequently seen in national publications such as The Wall Street Journal, The Washington Post and Entrepreneur Magazine," said Mary Helmer, State Coordinator of Main Street Alabama, which leverages private investment to revitalize historic downtowns in the state.

Schallert teaches owners how to highlight their business's differentiating qualities, including history, market position and ambience, for low-cost, high-impact visibility that boosts customer traffic in a retail store, restaurant, and other consumer-oriented businesses.

"This is my first time presenting this workshop in Alabama, and I'm excited about showing community leaders and entrepreneurs how to make their businesses stand out from their competition," he says. "Alabama as a state is a natural destination, and it is a privilege to help Alabama business owners get their message out to the rest of the country and the world."

Schallert honed his unique marketing strategies at Hallmark Cards, where they were known throughout the company as "The Schallert Method." He founded his company, The Schallert Group, Inc., in 1996 to provide training for thousands of independent business owners. Those interested in learning more can go to his website: www.JonSchallert.com.

Schallert's workshop runs all-day on October 29 at The Pitman Theater, 629 Broad Street, Gadsden, Alabama. For more information, contact Mary Helmer at 205-910-8819 or register at: www.DestinationUniversity.com/alabama

SOURCE The Schallert Group