

JON SCHALLERT

President, The Schallert Group, Inc.

Jon Schallert is an internationally-recognized business consultant and speaker specializing in teaching businesses 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 nearly thirty (30) years of studying and interviewing independent business owners who had made themselves the preferred choice in their competitively crowded marketplaces.

Jon’s Destination Business strategy has been used extensively by businesses large and small to help them capture more market share, even when larger, better-capitalized competitors seemingly have the advantage. Jon’s Destination Business strategy breaks down the process of how a business tries to market itself, and elevates the unique qualities that a targeted customer finds most important. Using this strategy often means ignoring the tried-and-true marketing methods that industry-leaders traditionally use, and instead, focuses on increasing the “marketing scope” of a business, which in turn pulls targeted customers and the media from outside the traditional geographic marketplace of the business.



Schallert’s consulting firm, The Schallert Group, Inc., has been in business for seventeen (17) years. Prior to starting the company, Schallert worked for greeting card giant Hallmark Cards for ten years, 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.

After leaving Hallmark, Schallert began speaking around the country in cities, towns, downtowns, and at association conventions. After years of annually conducting over 1,000 on-site consultations with business owners, and studying the most successful business owners in North America, Schallert developed and trademarked his proprietary 14-step Destination Business process that he exclusively teaches today.

With the launch of the company’s online training program, Destination University, (www.DestinationUniversity.com), business owners can access over 150 live and on-demand business webinars from over 50 world-class authors and business experts. Destination University gives independent business owners the same training advantages that are used by Fortune 100 companies and major universities.

Some of Schallert’s corporate consulting clients include Kellogg’s, KitchenAid, Bank of America, Denver International Airport, Jiffy Lube, Ace Hardware, Anheuser Busch, and Hunter Douglas, to name a few. His insights are frequently seen in national publications such as The Wall Street Journal, The Washington Post, 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.