



Donald Cooper, MBA, Hof

**Donald** is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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To book Donald, contact Sharen Skene at 1-416-252-3704 or email at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) in Toronto Canada.

## An article by Donald Cooper, MBA...

### Four important business lessons from an \$80 printer:

Do you communicate effectively with your customers? My \$80 Lexmark printer does. It’s amazing. It tells me in a soothing and assuring digital voice... “Printing started”, and then, “Printing complete.”

Every time I print, it shows me graphically how much black and colored ink I have left so that I can manage my inventory and not run out.

When the ink cartridge gets close to running out, the same soothing voice informs me that *“Black ink is low.”* Then, when the ink gets really low, a little message pops up to tell me that. *“Your black cartridge will need replacement soon. Genuine Lexmark supplies are designed and tested to deliver great results every time. To order, click here.”*

For just 80 bucks, I have a new friend that prints my documents, talks to me, keeps me informed and looks out for me. That’s a WOW. So, here are 3 simple biz tips from my printer:

- 1. Talk to your customers.** Communicate valuable info when they need it. Don’t let them forget about you or feel taken for granted. Love them, appreciate them and help them make good decisions. Regularly and gently remind them of your value, your caring and your commitment to their success.
- 2. Make it easy for them to buy from you.** Eliminate barriers to buying, irritating policies and confusing or conflicting messages.
- 3. Use emerging technologies** to serve, help and amaze your customers. My \$80 printer literally talks to me. My \$4 toothbrush’s bristles change color when it’s time to replace it. This is all good for business. What possibilities are out there for you to embrace, that will help you to create true customer “ownership”?

Take just a few minutes to think about these 3 simple tips. For each one, come up with one idea, one action that you’ll take to be extraordinary and move your business forward.