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Donald Cooper, MBA, HoF

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

## **A little more info on the fall of General Motors...and another lesson for us all:**

We’ve had lots of feedback from my article in our May 2009 Newsletter about what went wrong at General Motors...and what we can all learn from this. If you missed it, you can access it on our website in the Free Articles, Section D. It’s a quick 60 second read.

One of the responses from a regular reader includes a few more valuable business lessons for all of us. This reader told me that a few years ago his cousin shut down his GM Dealership, after two generations, and became a Toyota Dealership.

There were many reasons for this decision but, I’m told, that the main reasons were frustration and disrespect. As a longstanding GM Dealer he would wait a minimum of two weeks to get a reply from GM headquarters to any question, regardless of how urgent it was. But as a Toyota Dealer, he gets a weekly phone call from the President of Toyota Canada asking how business is and if there’s anything he can do to be helpful.

WOW, how simple is that...responsiveness, proactivity, respect and appreciation? Is that the way it is in your business, or are you suffering from General Motorsitis? Make a list of your 20 most important customers, right now, and call them to ask how you can be more helpful. This may be the most important thing you can do today.

If you have key suppliers or service providers, while you’re at it call them and ask how you as a customer, can be more helpful to them. You’ll be amazed what you learn.