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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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An article by Donald Cooper, MBA...

Are you playing “fast & loose” with the truth in your business?

There’s a famous menswear store in downtown Toronto that advertises incredible values. So incredible, in fact, that I had to check it out.

Here’s the deal...5 suits for the price of one. Now, I’ve seen...

- “2 for 1 pizzas”,
- “buy one pair of shoes and get a 2nd pair for half price”...and,
- “50% off everything in the store”...

...but, “5 suits for the price of one”...that’s a doozie! The salesman proudly showed me their vast selection of “5 for one” suits and explained that if I buy just one of these beautiful suits for \$1400, I’ll get 4 more, for free.

Me: *“But, I need only one suit.”*

Salesman: *“Oh, then you can buy one for \$340.”*

Me: *“What about if I buy 2 suits?”*

Salesman: *“Then, they’re only \$320 each...great deal.”*

Me, *“But I thought that they’re \$1400 suits.”*

Salesman, *“They are, if you buy 5 of them.”*

Me, *“Oh, I see.”*

Well, of course, I didn’t “see” at all. There’s nothing to “see” here but smoke and mirrors and fuzzy math.

So, how about we all adopt a simple philosophy in our business...

“No games...no tricks...no lies.”

How about we stop playing “fast & loose” with the truth and create an extraordinary business by doing the right thing extraordinarily well? We could each build a better business...and, together, a better world. Or is that just too corny?