



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...

### Talk about “being there” for your customers...how could you be this extraordinary?

Much of my work is about helping clients to be “extraordinary”...but one business that I’ve worked with recently is already way ahead of me in the “extraordinary” department. These folks are in the auto parts distribution business, which means that most of their customers are independent auto repair shops.

Here are two “extraordinary” things that they do that could inspire you to think way outside the box when it comes to delivering amazing customer service.

**Extraordinary thing #1:** Independent garage owners almost never get to take a vacation. They typically have themselves and 2 or 3 mechanics working in the business and there’s no one to run the shop if the boss is away. The result...no vacation and probably a very unhappy wife and kids.

So, here’s the extraordinary thing that my client, the auto parts distributor, does for his most loyal and most important customers. They arrange to have one of their Territory Sales Managers step in and run the customer’s auto repair shop and supervise the mechanics for a week, so that the shop owner can go on vacation.

At the end of the week the “fill-in boss” writes a brief report offering suggestions as to how the operation might be improved...and all of this is done at no charge to the shop owner.

Do you think that this creates a little customer loyalty?

**Extraordinary thing #2:** Because independent auto repair shop owners are typically not Harvard Business School grads, they generally aren’t experts in creating a Business Plan and, therefore, they have trouble getting a line of credit at the bank. This means that they have to lean on their suppliers for extended credit and are always stressed about cash flow.

Recognizing this challenge for their customers, my client, the auto parts distributor, helps garage owners create a first-class Business Plan and actually goes to the bank with them to help arrange a line of credit. The garage owner is delighted and less stressed and, with a line of credit, can pay the parts supplier more quickly. Now that’s “win-win” customer service.

This is amazing stuff. If there was a Nobel Prize for customer service, these guys would get it. So, what amazing things could you do that would blow your customers away, create incredible loyalty, make you “famous”...and grow your bottom line?

Put another way, what could you do that would make doing business with you so easy, so stress-free, so different from dealing with your competitors that choosing you and sticking with you would be a “no-brainer”?