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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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An article by Donald Cooper, MBA...

Do you have a customer database...and are you using it to add value, build relationships and grow your business?

The internet is an incredible gift...you just have to use it. Whatever the size of your business, creating a complete and current customer database and then using it regularly and proactively to inform, add value, stay in touch with customers and prospects is probably worth hundreds of thousands, or millions of dollars on your bottom line, over time.

And, when you go to sell your business some day, you’ll probably get twice as much for it, because you’ll have a healthier bottom line and a proven, reachable and loyal clientele to sell to the new owners, along with the “bricks and mortar”.

In the past two weeks we’ve received three E-newsletters from businesses that took the trouble to add us to their database and then to create extraordinary offerings that would be of interest to us...and we immediately did business with two of them. And the very neat thing is that it cost them virtually nothing to reach us and to sell to us.

The third business that sent us an E-Newsletter, the one that we didn’t immediately do business with, is our favorite Garden Centre. The ground is still frozen in our cottage garden, but they sure got us thinking and dreaming about planting. Here’s part of the uplifting and helpful information that they sent along to their database of gardening enthusiasts...

TRENDWATCH: Colour Trends for 2009

“HOPE” is the official colour of 2009.

Yellow is the colour of hope, warmth, radiant optimism, and positive energy.

Yellow is the colour of the sun...it uplifts and energizes us.

Michelle Obama's inauguration dress designer calls it lemongrass. Whatever you call it, yellow in all shades from honey to lemon to sweet orange-yellow is hot this year.

Look for yellow to show up on items everywhere from home accents, to patio furniture to the brilliant “going bananas” daylilies show here.



You may or may not be a gardener...it doesn’t matter. I am, and it gets my juices going. The point here is that you should be constantly building an electronic customer database and regularly and proactively using it to inform, excite and sell to people who already know you and love you.



Of course, you have to get people's permission to send them stuff, but if you're worth your salt and genuinely committed to helping people, they will want you in their lives.

The people who installed air conditioning in our cottage last Spring should have sent all of their customers an E-Bulletin last Fall reminding us how to shut the system down and protect the compressor over the Winter. At the same time they could have told us about their Annual Furnace Maintenance service package that would improve fuel efficiency, comfort and safety....but they didn't.

Now that Spring is here, they should have sent us another E-Bulletin reminding us how to reactivate the air conditioning, change the furnace filters and reset the humidifier and heat exchanger. And, they could remind us that if we don't have all of those wonderful air management gizmos, now would be a good time to look into it...but they didn't. They missed opportunity to add value, nurture relationships and increase sales.

Here's the simple, magic formula for successful E-Marketing..."Communicate regularly, inform a lot, help a lot, uplift a lot...and while you're at it...sell a little." It's easily done. I'm sitting in a beautiful hotel room in Barcelona, Spain writing this and in a few days it will go out to you and thousands of other clients and fans around the world...and some of you will rebook me. How neat is that?

So, what are you going to do, starting practically immediately, to use this wonderful gift of the internet and simple database technology to create customer "ownership", grow your business and improve your bottom line?

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