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Donald Cooper is respected by clients in over 40 industries as both a “thought leader” and a passionate visionary in the areas of marketing, service and business excellence. Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business speaker, he has helped thousands of businesses throughout the world to add more real value to their customers’ lives...and more dollars to their bottom lines.

To subscribe to Donald’s thought-provoking, idea-generating, FREE monthly electronic Newsletter, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Retail’s Biggest Problem & Six Ways To Fix It!

The #1 problem facing every retailer today is simple...there's way too many stores that all look alike, selling way too much merchandise that all looks alike, staffed by people who don't know and don't care. That's it! Add to that an economy in “snooze mode” and it's not a pretty picture.

All of that being said, money will still be spent somewhere and the very best retailers will always do well. These are the retailers who create, deliver and communicate compelling Value...retailers who have the ability to consistently excel at six things:

- 1) Clearly understand and passionately care about well-defined target customers.
- 2) Search out merchandise that has some clear functional advantage, or makes a compelling emotional connection with those target customers. Especially when times are tough, that's the only stuff that's going to sell at a price that makes you a profit.
- 3) Present that merchandise in a way that gets noticed, creates interest, shows "possibilities" and makes it easy and stress-free for customers to find it and buy it.
- 4) Hire, train, reward and inspire staff that know and care...and are empowered to do the right thing.
- 5) Effectively communicate compelling Value to target customers as a group and, more and more as time goes on, to their customers as individuals...and,
- 6) To do all of this with world-class operational efficiency that allows them to be price-competitive and still keep a couple of pennies from each dollar of sale!

Realistically, how would you rate your retail business in each of these six categories ...and what does your rating tell you about what needs fixing?

For more information on how Donald Cooper can help you redefine and reinvent your business to create, deliver and communicate compelling, customer-owning Value, visit our website at www.donaldcooper.com or email us at info@donaldcooper.com.