



Donald Cooper, MBA
Certified Speaking Professional

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.

Three simple steps to increasing loyalty, sales & profitability in your business:

Here's a simple 3-step process that we use with clients around the world to help them to increase loyalty, sales and profitability. They pay me \$7800 plus expenses for this stuff. Here it is for free...and it could transform your business!

Step #1: Define yourself in a whole new way:

Most businesses make the mistake of defining themselves by what they sell. *"We sell computers, insurance, cars, mayonnaise or seats on airplanes"*. Whatever it is that they sell, that's how they define themselves.

The problem is that when we define ourselves by what we sell, our focus tends to be on us and our need to sell more. In order to get focused on our customers it's far more useful to define ourselves, not by what we sell, but by how we and what we sell HELPS our target customers.

Here's a great example. In the past year I've spoken to a number of mortgage companies. When I ask them what business they're in their answer is always the same, *"We sell mortgages!"*. Sure, and everyone wants six of those.

Let's look at what their business looks like when we simply redefine it by how they help people, rather than by what they sell...*"We are in the business of helping people to buy a home and to own that home mortgage-free as quickly, conveniently and inexpensively as possible."*

Now that's a definition of their business that will focus them on creating compelling customer value that will make a powerful emotional connection with their target customers, because it's congruent with what their customers are trying to achieve in their lives.

So, first, using the mortgage company example above for guidance, take a piece of paper, right now, and define your business by how you and what you sell helps your target customers.

Step #2: Make a list of all the HELP that your target customers need:

Now that you've redefined yourself by how you "help", take some time to think and feel like a customer. Sit down with a few of the best minds and hearts in your business and start making a list of all the help that your target customers need to know about you and all the value you offer, the help that they need to wisely choose and effectively use what you sell...and what kind of help they need in any way related to doing business with you.

Think of what products, services, information and coaching, convenience, confidence and encouragement, payment methods or terms they might need to have a complete, successful & stress-free experience with you and with what you sell. To jump-start your creativity, consider these four simple questions...

1. Do all of our target customers **know about us** and all the value we offer?
2. What are people **trying to do** when they're buying what we sell?
3. What do they **want or need to know** to make the best purchase decision for them and to get the most functional, emotional and financial value out of what we sell?...and finally,
4. How do they **want to feel** when they do business with us and every time they "use" what they buy from us?

Three simple steps to increasing loyalty, sales & profitability in your business: (Cont'd):

Step #3: How will you deliver some of that help...better than your competitors?

Now that you know exactly what kind of help your customers need, get creative. Start thinking of how you will effectively, consistently and profitably deliver some of that help...better than your competitors.

What can we do to help them to **know about us** and all the value we offer? How can we help them **to do** what they're trying to do? How can we help them **to know** what they want or need to know? What can we do to help them **to feel** the way they want to feel?

Think 'WOW'...think 'amazing'...think about what no one has done before. Think and feel like a customer and have the creativity and the courage to create compelling customer-owning value.

In our ladies clothing store that fundamentally redefined the retail experience, we were the first in the world to put four hooks in a change room. We offered electric reclining massage chairs for husbands and a pirate ship play area for kids. We offered free drinks, free diapers, diaper wipes and cream for young mothers in distress and a magic sign that said, "Please take as many items in the change room as you wish!"

We offered more help, more kindness, more real value than any of our competitors, most of whom told us that we were 'nuts'. Our customers loved us, raved about us to their friends and came back over and over again.

How did we do it? Rather than saying, "We sell ladies clothing.", we defined ourselves as being in the business of helping women to look good and feel good. We took the time to think and feel like a customer. We cared passionately and we constantly asked two powerful questions, "*What's possible...and what's next?*"

Here's another example: The medical imaging division of General Electric sells complex and expensive MRI and other equipment to hospitals and clinics. But, understanding what life is really like for their customers, they sell more than that. They sell help. They sell financing, training, maintenance contracts...and, for those customers who want a total solution, GE will install, staff and operate a complete medical imaging department on a revenue-sharing basis.

So, what kind of help do your target customers need and what do you commit to do to deliver that help...better than your competitors? You will sell more by helping more!

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 , email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.