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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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Is your business clearly focused on what’s important...or have you lost your way?

Is your business clearly focused on the customers and products that make you money...or have you somehow lost your focus along the way?

Staples, The Business Depot started out to serve small business and home office clients and, over time, they lost their customer focus, adding hundreds of products that were of little or no interest to the very customers that they claimed to serve...and it hurt their bottom line.

In 2004 they decided to refocus by dropping 800 non-core products (10%-12% of their total product offering) and their profit has increased 25%. They’re also reconfiguring (refocusing) their stores to make it easier for customers to find what they need.

Here’s another example. While speaking at a conference in New Orleans recently a gentleman told me that when he inherited his father-in-law’s auto parts business they stocked over 70,000 items and were losing money. He studied sales, margins and stock turns by item and discovered that spark plugs were their most profitable category.

He then made a gutsy decision to focus on spark plugs and pitch all the other stuff. He also discovered that the web domain name “sparkplugs.com” was available and he snapped it up. Then, he created a dynamite website that has made him *the* place to go for spark plugs of all kinds...and for info about spark plugs. He is focused, he dominates the category, he ships worldwide...and he now makes lots of money.

In my own business, I came to my senses last year and realized that I was speaking on too many topics and exhausting myself trying to be “world-class” in all of them...and it wasn’t working. I looked at where my greatest value is and I now focus on helping business owners and their management teams to rethink, refocus and re-energize their business to create compelling customer-owning value and long-term profitability.

I’ve created unique and powerful world-class insights and processes that are helping businesses to define a clear purpose and direction that make them more profitable market leaders, now and in the future. This new work is taking me all across North America and, over the next few months, to New Zealand, Hawaii, London England and Germany. By focusing on my unique value, we’re transforming businesses, making much more money and having much more fun!

So, the question for you is whether your business is clearly focused, or have you lost your way, fragmented your energy, stretched yourself too thin and hurt your bottom line...and, if so, what do you commit to do about it?

For more information on how Donald can help you rethink, refocus and re-energize your business to create compelling customer value and improve long-term profitability, email us at sharen@donaldcooper.com, or call us in Toronto, Canada at 1-416-252-3704.