



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.

What needs fixing in your business? Use our simple one-page “Audit” to get to the truth!

With help from my friend Tom Stoyan, Canada’s Sales Coach and the go-to guy when you want to become a true sales or sales management professional (www.canadassalescoach.com), I’ve created a simple one-page “Audit Tool” that is helping our clients to get in touch with what really needs fixing in their business...and, in some cases, how I can be most helpful to them.

Using our Audit Check List below, put an “X” in the box beside each item that needs attention in your business...and then, if you’re the boss, get on with it.

If you’re not the boss, print it out anyway, then put an “X” beside each item that you know needs fixing, come up with a few excellent solutions and go to your boss with your suggestions. This could be just the career move that you’ve been looking for.

There are 15 simple questions in the Audit. Here’s how it works...

- a)** If you’ve checked off **one to 4** items that need fixing in your business, you’re in much better shape than most...but you still need to address the checked items.
- b)** If you’ve checked off **5 to 8 items**, you have serious challenges to the long-term prosperity of your business.
- c)** If you have **9 to 11** “X’s” on the page, you can still be rescued, but I wouldn’t be planning any long vacations right now...you have work to do.
- d)** If **12 or more** items have the big “X” beside them, it’s time for a major reality check and intensive care.

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.

THE DONALD COOPER CORPORATION

Speaking internationally on marketing, service and business excellence



“KEY CHALLENGES” AUDIT SHEET

“The beginning of wisdom is the recognition of reality.”

Please use the Audit Sheet below to indicate the challenges that your business is currently facing, or will face over the next three to five years. This “Key Challenges Audit” will help to determine how Donald Cooper can be most helpful to your business as a Keynote Speaker or Seminar Leader.

Put “X” on all that apply.	Key Challenges
	Increased competition for our customers’ loyalty, money, time and attention.
	Shrinking margins.
	We need to better understand our target customers...who they are, why they buy and what they <i>really</i> want.
	How to do more business with existing customers and how to attract new and profitable customers.
	We need to create and deliver compelling customer-owning Value that will clearly differentiate us from our competitors, “grab” our target customers and grow our bottom line.
	Communicating our Value story more effectively in a marketplace suffering from increased competition, customer confusion and communication overload.
	We need to find innovative and affordable ways to promote our business in a market where traditional advertising is too expensive.
	Finding, challenging, motivating and keeping top performers at every level of our organization.
	Improving the focus, productivity and passion of our staff. Creating a culture of commitment and accountability...and dealing more effectively with non-performance.
	More effective and consistent implementation of our ideas, decisions and processes.
	Achieving true two-way communication throughout our organization in a way that improves service, efficiency, profitability and employee satisfaction.
	Our industry and market are changing quickly. We need to redefine and/or reinvent some aspects of our business in order to be a profitable market leader in 3 to 5 years.
	We need to clarify for our Team a clear purpose and direction of our business...and then, we need to focus and inspire them to embrace that purpose.
	We’re not clear on what an effective Vision and Mission really are...why we need them and how to use them to inform, challenge, focus and inspire everyone on our team.
	There is a lack of clarity about who will lead, manage and/or own our business in the future.

Donald is respected internationally as a thought-leader and passionate visionary in these key areas that challenge and limit most businesses. We look forward to a conversation about challenges, opportunities and possibilities.

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