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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.

Building Powerful Relationships!

Ultimately, the success of your business will depend on your ability to build confident and trusting relationships with your target customers. So, it’s important to understand that, before letting you into their wallets and into their lives, **people want to know three things about you...**

- 1) How much you **KNOW**,**
 - about them...and,
 - about what you sell.

Do you have the disciplines, technology and processes in place to “know” about your target customers, as a group, and as individuals. And, you serious students of what you sell with a serious commitment to ongoing training? Are you “experts”?

- 2) How much you **CARE**,**
 - about them...and,
 - about the things they care about.

Do you have a culture of caring and commitment to your customers and to the things that are important to them?

- 3) Will you consistently **DELIVER** the functional, emotional and financial value that they want?**

Do you have what they want or need...and do you have in place the attitudes, facilities, policies and processes to deliver it how and when they want it?

That’s it...three things that your target customers want to know before confidently entering into a relationship with you. How would you rate your business in these critical areas of **knowing, caring and consistent delivery?**

For more information on how Donald Cooper can help you build powerful, value-added relationships with your customers, visit our website at www.donaldcooper.com or email us at info@donaldcooper.com.