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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, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

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

How does your business score?

Many of my clients tell me that they "own" their customers when, in fact, they do not. In order to help clients determine their true strength in the marketplace we've created the following five-point rating system that will be useful in helping you to rate the strength of your customer relationships.

In the box to the left of each of the five points below, rate your business out of a possible score of 20. In the bottom box add up your total score out of a possible 100.

All of our target customers...

- 1) ____ Know about us and how to find us (or how to find what we sell) .
- 2) ____ Clearly understand all of the value we offer and all the ways that we can help them.
- 3) ____ Trust us completely.
- 4) ____ Prefer us and go out of their way to do business with us.
- 5) ____ Do not attempt to negotiate price



Your total score out of 100.

How far are you from an ideal 100 points and what does your score in each of the five points tell you about what specific things need fixing in your business?

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.