



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.

Donald Cooper, MBA
Certified Speaking Professional

How can your business give back, make a difference and 'grab' customers' hearts?

Guy Gagnon is a grocer with a good heart, a sharp mind and a very successful business. He runs a grocery store in the town of Bracebridge, Ontario.

This year Guy has started what he hopes will become a Christmas tradition in the community by offering a free, home-made Christmas dinner, at their store, for anyone in town who’s alone on what is traditionally a very special family day. To join in, all you have to do is phone the store before Dec 24th and say that you’ll be there.

In one brilliant act of kindness Guy will make a huge difference in many lives and touch every heart in the community. The local newspaper and radio station, of course, have picked up on this, as have the Community Support Agencies, all of which will make Guy the true “hero” of Christmas in Bracebridge. And when you own hearts...you own customers.

I don’t know if any individuals or community groups have stepped forward to offer transportation to those attending the free dinner, but somebody should. If I lived in that community, I’d latch onto that in a hot second.

When it comes to giving back, Guy is no one-trick-pony. He has a history of making a difference. In November he ran several flu shot clinics at his store in partnership with the local Public Health Unit. And his store was actually designed and built to serve the community. It has a combined classroom, cooking school room and community meeting space, that is available to groups, no charge. For example, this year’s Annual Meeting of the Bracebridge Chamber of Commerce was held there. How clever is that?

Is all of this “giving back” stuff more work and more expense? Absolutely! Is it worth the commitment? I think so...but you’ll have to make the decision for your business. What decision will you make?

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