



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

When’s the last time you challenged your suppliers to serve you better?

When is the last time that you truly challenged your suppliers to serve you better, to help train your staff, to give you some small innovative edge on your competitors or to take your business to a whole new level? Most of the “help” that companies seemed to be focused on getting from their suppliers is all about lower prices. But there are lots of ways that suppliers can help you...and you shouldn’t miss out.

Papa Johns, the third largest pizza chain in the world, recently challenged their oven maker to develop a pizza oven that...

- bakes 30% faster in order to reduce cooking time to 2 minutes.
- reduces energy consumption by 25%.

In return, Papa Johns committed to purchase 1500 of the new ovens over a two year period. What does this do for Papa Johns? In addition to the 25% energy savings, the reduced time allows them to promote a 10 minute carry-out guarantee during the important but time-sensitive lunch period.

How could your key suppliers help you to improve your business, reduce expenses or create a competitive edge? Stop beating them up on price constantly and think about what truly collaborative value you can create together.

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.