



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
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Does your business make a compelling customer promise...and do you keep it?

When the folks at Consumers Report recently studied nine name-brand wrinkle creams, they found that while the best of them reduced wrinkles by less than 10%, many of them made absolutely no difference at all. Furthermore, there was no connection between product cost and product effectiveness!

Olay Regenerist at \$57 was one of the cheapest...and was rated “most effective”. On the other hand, La Prairie’s wrinkle treatment, at \$335, was rated second from the bottom. But remember, none of them reduced wrinkles by more than 10%. That’s a bit like paying for an airline ticket to go from New York to Los Angeles and then they drop you off in Cleveland.

So, what’s the clear and compelling customer promise in your business? What do you commit to do or to deliver that will “grab” your target customers, clearly differentiate you from your competitors, make you “famous”...and make you money? And, truthfully, do you *always* deliver that?

If you don’t have a clear and compelling customer promise, you’re a commodity...and you’re in trouble. If you make a promise that you don’t keep, you’re still in trouble.

So, sit down with a few of the best minds and hearts in your business and figure out exactly what your clear and compelling customer promise is and if you’re keeping that promise. If you don’t have one, create it. Make sure that everyone on your team knows what it is and why it’s important. Then, put in place the training, the processes, the measurement tools and the follow up to ensure that the promise is being kept. Finally, reward promise keepers and deal with promise breakers!

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.