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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](mailto:newsletter@donaldcooper.com).

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## **Customer Loyalty is “alive & well”...and nobody gets it!**

My clients keep complaining that there's no such thing as customer loyalty any more. When I ask them why they think that is, the response is always the same, *"It's because God's making people differently today!"* That's what it sounds like when we don't take ownership of the problem. The truth is that people are desperately looking for products, services, experiences and businesses to be loyal to...and very few businesses understand that.

Life is now so complicated, so full of choices and conflicting information that whatever we go to buy, in any part of our business or our personal lives, we now know about 10% of what we need to know to make the best purchase decision for us...and we're desperately looking for "heroes" that we can trust to help us with the 90% that we don't know.

Think about your own life. If you were going out today to buy insurance, a computer, mutual funds, medication, a new car, or even groceries, I think you'd agree that in most cases you know about 10% of what you need to know to make the best decision for you...and you're probably looking for a "hero" that you can trust and be loyal to in every part of your life.

So, the irony is that while business people say there's no such thing as loyalty any more, customers are desperately searching for "heroes" to be loyal to.

You could read a book three inches thick on the subject of "customer loyalty" but here's what you really need to know. ***"People are loyal to what's best for them...or what they assume is best for them."*** That's it.

So, if you're not experiencing the degree of loyalty that you'd like in either your business or your personal life, it's for one of two simple reasons...

**#1:** You're not best for anyone yet...which means that *you* have work to do. Stop blaming God for making people differently and take responsibility for the problem. Understand who your target customers are and what life's really like for them. Then, create compelling value and extraordinary experiences that will "grab" those customers, clearly differentiate you from your competitors, make you "famous"...and make you money. Think WOW...think "amazing"! Remember, mediocrity is no longer an option.

**#2:** Or, perhaps you are "best" for a particular group of customers but, so far, you've done a lousy job of communicating your compelling value to those specific people. Once again, you have work to do.

What will you do to more effectively communicate your value? Everything we do communicates, so you could pretty much start anywhere. First, be clear about who you are, who your customers are, and what will "grab" them. Then, make sure that everything that your target customers see, hear or experience about you communicates your clear and compelling message. Remember, everything you do either creates or destroys confidence, builds or destroys relationships.

So, loyalty is not dead, unless you kill it. Stop blaming God for making people differently, take responsibility for earning the loyalty that you need to own customers and grow your bottom line...and then fix what needs fixing!

**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](http://www.donaldcooper.com) , email us at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.