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Donald Cooper is respected by clients in over 40 industries world-wide 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.

Are you in denial about key issues that could be hurting your business?

Driving down the Don Valley Parkway in Toronto the other day, the car in front of me had a bumper sticker stating "Never underestimate the power of denial." That reminded me of a recent call to Bell Canada that had a valuable lesson for all of us in business.

Several members of my family, all living in different parts of the city, have found that it often takes several hours or even days for phone messages left on Bell's "Call Answer Service" to actually show up on their phones.

When the message is urgent this is not only frustrating, it's also potentially costly or dangerous. Like, for example, your broker calling for permission to sell your Nortel stock right away, or your 91-year-old mother calling to say that she has fallen down and can't get back up.

When I called Bell to advise them of this ongoing problem, they told me flat out that I was wrong, which I suppose is very close to calling me a liar. They said that it was impossible for such a thing to happen and for that reason would not even take the time to write up the complaint for further investigation.

Bell is in complete denial on this issue and they won't listen. They'll just keep annoying customers and when those customers leave them some day, Bell will just say, "There's no customer loyalty any more."

One of the biggest problems in business today is "**not listening**". When we *do listen* to our customers and our front-line staff, two wonderful things happen. First, we learn from them...and second, we honor them. When we *don't listen*, two things also happen. We do not learn...and we dishonor our customers and our staff.

Are you truly listening to your customers and your front-line staff...or are you in denial 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,