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Certified Speaking Professional

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.

Differentiate your business with a powerful guarantee!

A great guarantee can create confidence, clearly differentiate you, increase sales and, if you do it right, make you “famous”!

To create a powerful guarantee, think about what’s really important to your customers, or what they’re afraid might happen if they do business with you. Think about comfort, safety, fit, performance, taste, strength, durability, dependability, accuracy, service, an outstanding experience or on-time delivery. Then, choose something from that list that you can always deliver...and guarantee it!

- 1) It could be a delivery guarantee. *“Your pizza in 20 minutes...or it’s free!”*
- 2) It could be a performance guarantee. In our ladies fashion store we guaranteed that our 100% cotton merchandise absolutely would not shrink in the washer or dryer. We promised, *“If you can shrink it, we’ll give you your money back, plus \$25...no questions asked!”* This sold a ton of merchandise and it cost us nothing because all our cotton merchandise was preshrunk as part of the manufacturing process.
- 3) It could be a “worst fear” guarantee. Think about people’s worst fear that might be preventing them from buying from you and then create a powerful or outrageous guarantee around that. A few years ago I created a fabulous guarantee for a jeweler who wanted to increase sales of engagement rings.

What is every guy’s biggest fear biggest fear about buying an engagement ring? She might say “NO”! So, I came up with **our famous if she says NO guarantee!** *“If she says NO, return the ring within two weeks for a full refund...and we’ll give you a free six month membership in The Happy Life Dating Service!”*

This guarantee is different enough, bizarre enough, outrageous enough to make you famous! You could be on the front page of your local paper or interviewed by David Letterman.

What guarantee can you create and promote in your business that will create confidence, increase sales and make you “famous”?

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, Canada at 1-(416) 252-3704.