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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.

His website, www.donaldcooper.com also offers free articles and business tools.

How could “doing the math” for your customers increase your sales?

A few years ago, as I walked into a **Wal-Mart** store here in Canada, I found right in front of me two shopping carts chuck full of exactly the same assortment of merchandise. A sign over cart #1 read, “**Total cost of this merchandise at Zellers...\$146.98**” (for our international readers, Zellers is Wal-Mart’s main competitor here in Canada).

A similar sign over cart #2 read, “**Total cost of this same merchandise at Wal-Mart...\$129.39. You save \$17.59!**” They did the math for me, then graphically put it right where I couldn’t miss it and they convinced me for all time that Wal-Mart will save me money. Like them or not, this is brilliant!

When **ING Direct Bank** came onto the North American scene several years ago with their “no branches, low overhead, deal with us on the Internet and save” approach, who would have thought that they’d do so well? But they too do the math for their target customers and the numbers are impressive.

Basically, their low overhead allows them to sell mortgages for about a quarter of a percent lower than most other financial institutions. So, if most banks are at, lets say 6%, ING Direct will give you a mortgage for 5.75%. Now, intuitively, that doesn’t seem like a compelling difference. So, ING does the math for you. They ran commercials here in Canada explaining that on the price of the average Canadian home a $\frac{1}{4}\%$ lower mortgage rate means that you’ll own your home mortgage-free **15 years sooner** and **pay \$45,000 less interest**. Now, did that get your attention?

A successful investment advisor, struggling to get people in their 20’s to get serious about saving and investing sooner rather than later, presents some compelling math to his young prospects. He shows them that by investing just \$50 a month from age 25 to age 65 the \$24,000 that they’ve set aside will have grown to **\$1,225,000** by age 65. But, if they wait until they’re 45 and try to play catch up by investing \$100 a month, they’ll still have invested a total of \$24,000 but it will only have grown to **\$140,000** by age 65.

How can this be, you ask? Compound interest over time is a powerful thing, but it’s not intuitive. No one would have guessed that. They have to see the math.

So, is there compelling math that your customers need to see? Is there a “numbers” story that you’re not telling that’s hurting your sales and your bottom line? If so, how will you “do the math” for your customers so that they understand the true value of what you sell?

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.