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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.

How to make sure you don’t “undersell” or “oversell” your customers:

If you’re committed to building your business by building long-term customer relationships, it’s important that you don’t “undersell” or “oversell” them. Here’s a simple approach that we’ve created to help clients build long term customer loyalty, while optimizing sales. It’s called...

“Tell them what they need...and then show them what they might want!”

On our website, www.donaldcooper.com, in the “Free Articles – Creating, delivering and communicating customer-owning value Section” you’ll find a great two-minute article (“The simple truth about Value”) on the three kinds of Value in your customers’ lives...

- **Functional** value,
- **Emotional** value...and,
- **Financial** value.

Sometimes, for purposes of Emotional Value, your customers may want more features, more performance, or more of something than they really need.

By first telling them what they **need**, you build a relationship based on your integrity. Then, by showing them what they might **want** you put them in charge of the “up sell” ...and they love you for it!

Here’s an example: As the world’s leading manufacturer of hockey equipment, Cooper Canada, our family business, became famous for it’s top-of-the-line GP95 hand-sewn goal pads that sold for over \$800. There were about 200 goaltenders in the world playing at a level that required pads of that quality...and the pads lasted about four years.

Based on simple math, we should have sold 50 pairs a year but we actually sold over 2000 pairs. Fifty pairs to players who needed them and 1950 pairs to players who wanted them because of the emotional value that those pads delivered.

How could you, “tell them what they need...and then show them what they might want.” to help you build long-term, profitable relationships with your customers?

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.