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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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Do you follow up on opportunities to sell more and manage smarter...or are you letting valuable opportunities just slip away?

Somebody once said, *"The world is run by people who follow up."* That may not be completely true ...but not following up will sure cost you big time.

Two months ago, a Toronto newspaper sent a freelance photographer to my house to take photos of me for an article featuring my breakthrough management insights. I gave the photographer my card and asked him to please call me when he had prints available to sell, as I needed some updated head shots. So, basically, I begged to be a customer. But, did he follow up?...NO.

Then, shortly after, by the luck of the draw, I had a phone conversation with a young man at a technology call center in Toronto, from whom I learned that "call center" work was a fill-in job for him. He is actually a struggling young fashion and portrait photographer with a small studio downtown. So, I asked him to please email me info about how to make an appointment for a photo shoot ...and, you guessed it, I haven't heard a peep from this guy. He's struggling and I'm begging to be a customer...and no follow up.

Two years ago we wanted to add a \$3000 live-action video surveillance component to our cottage security system...but our security company has not yet returned my two calls.

You probably have endless stories in your own life, just like these...and I bet it drives you nuts too. There are a few businesses that do "get it". Last week I received two E-reminders from a flower shop about my wife's upcoming birthday. Bless them!

But, the million dollar question is, who's following up in your business? Who's following up on sales leads and opportunities? Who's immediately following up on customer complaints to create a positive outcome...or are complaints just left to fester?

On the management side of things, are you following up on your staff's commitments to increase sales, reduce expenses, meet deadlines, eliminate tardiness, or to generally fix what needs fixing? And who's following up with suppliers to make sure that they don't let you down? Are you following up on your own promises to customers, staff and family? Yes, let's not forget family.

So, what will you do to improve your track record in the "follow-up department" in every part of your business...and your life?

For more information on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at sharen@donaldcooper.com.