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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.

Four thoughts on how to increase sales and promote your business!

Are you proactively promoting your business...or are you just sitting there wondering why no one is coming to you? There are lots of creative and effective ways to increase sales and promote your business. Here are four that I’ve noticed lately. As you read them, ask yourself, “How could some version of that idea work for us?”

1. To promote their Charmin brand of toilet paper, the creative folks at Proctor & Gamble came up with a brilliant idea.

For the past three years their 18-wheel tractor-trailer called “Potty Palooza” has toured the USA visiting 30 venues per season from the Super Bowl to the Arizona Balloon Festival. The program reaches 5 million people a year, sampling Charmin’s key attribute...softness. They also attract huge media attention everywhere they go. “Potty Palooza” is a star!

The 27-bathroom trailer a shiny, clean oasis in the often unkempt world of fairs and sporting events...the perfect spot to build a positive relationship with the Charmin experience. At one venue, 30,000 people signed a petition to get the Charmin folks to return the next year!

A client of mine in the Mortgage Brokerage business converted a large van into a beautifully painted “Mortgagemobile”...a mobile office that allows her to go right to her customers, while getting her noticed everywhere she goes. What special vehicle could you create to get you noticed, provide a unique experience and promote your business?

2. Here’s great promotional idea from Target Stores in the USA...the only retailers sharp enough to stand up to the mighty Wal-Mart. In the United States, the day after Thanksgiving is the busiest and most competitive shopping day of the year. Determined to “scoop” the competition, Target offered free 6:00 AM wake-up calls so that people could get to their local Target store early enough to take advantage of the opening specials! To make it fun, they offered a choice of “wake up messages” ranging from supermodel Heidi Klum to Darth Vader.

Of course, because this was such a simple, brilliant and bizarre idea, the media picked up on it and talked about it ...bringing Target tons of free publicity! What could you do to proactively remind your customers that it’s time to do business with you again?

Four thoughts on how to increase sales and promote your business! (Cont'd)

3. The Little Inn at Bayfield, a lovely country inn on the shores of Lake Huron, is typically a summer destination but is very creative at promoting themselves to keep busy all year round. For March Break they're offering a 3 day Mother-Daughter or Grandmother-Granddaughter special package including cooking classes with their executive chef that will provide a wonderful bonding opportunity. This offering is so creative and so neat that it was picked up by a major newspaper and featured in an article in their weekend travel section, read by tens of thousands of Mothers and Grandmothers.

What special event or package could you come up with that would bring back former customers, attract new business and get you written up?

4. A client of mine in western Canada that sells a ton of fitness equipment throughout Alberta and Saskatchewan has put a treadmill outside each of their locations with a mechanical man endlessly running on it. The Flaman Fitness "Running Man" gets dressed up in appropriate clothing for each season and at Christmas time he becomes a running Santa Claus.

Most of their stores are in low rent non-typical retail locations and they needed to do something to let people know who they are and how to find them easily. The "Running Man" gets them noticed, has helped make them famous...and it sells treadmills!

So, there are four examples to jump-start your creativity. What will you come up with to promote your business, get you noticed, make you famous and sell more stuff?

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.