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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](mailto:newsletter@donaldcooper.com).

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## **Get specific about your compelling competitive advantage!**

During a client interview last week I asked their VP of Marketing the one question that really matters. "What is your compelling competitive advantage? Specifically, if you were trying to convince me to be a customer, what would you tell me that would absolutely compel me to disrupt my life by switching to you?"

His answer was typical...and typically unspecific. He said, "We put the needs of our customers first." That reply is right up there with...

1. "We listen to our customers."
2. "We care."
3. "It's our service that makes us better." ...or,
4. "Nobody does what we do."

If you can't get more specific than that about your compelling competitive advantage, you probably don't have one. So, I said to him two simple words, "For example..." And he gave me three powerful examples of how they would put me first and how that would impact on my life...and I thought, "Now we're getting somewhere!"

Most businesses don't get specific about their compelling competitive advantage, either because they don't have one, which means that they're a commodity, or they do have something compelling to say, but they haven't figured out how to communicate it effectively.

By the way, a "competitive advantage" means something that's important to your customers, that you're doing that your competitors aren't, or aren't doing nearly as well as you are. Many of my clients list for me their competitive advantages and what I know is that all their competitors are doing exactly the same things, about as well. Or, clients list things that they do that no customer actually cares about. For example, Rolex makes a dive watch that's waterproof down to 10,000 feet. As a diver, you're pretty much dead at 200 feet, but your watch is still ticking. Who gives a damn?

So, realistically, does your business have specific and compelling competitive advantages that "grab" your target customers and add to your bottom line? If not, what will you do, in the next week, to start creating them and then, how will you communicate your compelling difference in everything you do? Trust me, you don't have anything more important to do in the next seven days than this!

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](http://www.donaldcooper.com), email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.