



Donald Cooper, MBA
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.

Do you "grab" customers with a compelling promise...and do you keep that promise?

When you create and deliver compelling Value, making a compelling promise that really "grabs" your target customers is relatively easy. But don't make a promise that you can't, or won't keep. For months there was a big ad in the Toronto airport arrivals area for Radisson Hotels that made a big promise that it couldn't possibly keep! The ad said, in big, bold print, "**YOU WON'T FIND ANY NICER HOTELS IN CANADA**" and that's simply a lie...and anyone who has stayed in a hotel more than 10 nights in his or her life would know it's a lie. To promise that Radisson hotels are "nicer" than the Four Seasons in Vancouver, the Fairmont Whistler, the Hyatt in Toronto or the Vogue in Montreal, just to mention four, is absurd!

Do you make a compelling promise that differentiates your Value and "grabs" your target customers...and do you keep that promise? Promises are powerful...lies just make you look goofy!

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.