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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.

Why not grow your business by "doing the right thing" spectacularly well?

In the current issue of Consumer Report magazine I’ve just read about...

- a)** Whitening toothpastes that don’t whiten teeth,
- b)** Farmed salmon sold as wild salmon at more than twice the price,
- c)** The \$19.99 Pasta Express machine that’s a total rip-off...and,
- d)** The Janie spot remover pen that doesn’t remove spots.

Why is it that so many businesses try to succeed by cutting corners or by out and out lying to their target customers? What would be wrong with building a business and creating long-term profitability by always doing the right thing spectacularly well?

Sure, doing the right thing is probably more work and doing it spectacularly well is definitely harder work but, in the long run, I believe it’s the way to go.

For example, the Portland, Oregon based Umpqua Bank has won awards and thousands of new customers with its in-bank computer cafes, free coffee, ice cream and flat-screen TV’s delivering up-to-the-minute financial news.

Some years ago, as a retailer of ladies clothing, we became famous for doing the right thing wonderfully. We offered our customers a selection of seven free beverages, electric reclining massage chairs for husbands, a pirate ship play area for kids, free diapers, diaper wipes and cream for young mothers in distress, large change rooms with four hooks, a stool and a mirror ...and our amazing invitation to “Please take as many items in the change room as you wish!”

No retailer in the world had done all this and thousands of women drove up to three hours, in a recession, for the experience.

At the time, the retail ladies fashion business was all about deceit. High pressure, commissioned sales ladies told you that everything was on sale and that everything looked fabulous on you. If you weren’t dressed a certain way they ignored and dishonoured you and if you looked ripe for the pickings they wouldn’t give you a moments peace.

We, on the other hand, had a very large sign just inside the front door that said, “Our staff are NOT on commission...they treat you this well because they love what they do!” Then, we implemented a policy of “no games, no tricks, no lies.”

Why not grow your business by "doing the right thing" spectacularly well?... (Cont'd):

We created "the shaking finger test". Every time we made a decision that affected our customers in any way, we simply pretended that a committee of those customers was standing behind us, looking over our shoulder, watching what we were doing. And, if they would shake their finger at us, you know, like your Mother used to do, DON'T DO IT!

So, what might you be doing in your business this isn't quite on the "up and up"? Are customers people to be helped, respected and nurtured...or sheep to be sheared? What would your business look like if you always did the right thing spectacularly well? How would the customer experience be different? How would your products and services, policies and prices, advertising and communication all be different? And, finally, what would be the long-term value be of thousands of amazed and loyal 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 sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.