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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.

Two simple approaches to growing your business!

The sheer simplicity of these two approaches to growing your business may lead you to believe that they’re not powerful, or even useful...but they’ve helped many of our clients to increase sales and profitability. Each “approach” involves only two steps. Here they are, along with examples to trigger your creativity...

#1...The WHAT / WHO approach:

Step 1: State WHAT you do to help people. For example, a manufacturer of fishing tackle boxes would say that they’re in the business of helping North American fishermen to keep their hundreds of lures organized and easily accessible.

Step 2: Ask yourself, “WHO else might need that kind of help?” Using the example of fishing tackle boxes, ask first, in what other parts of the world might there be fishermen who have the same need?

Then, to further open you up to business-growing possibilities, ask WHO else has a need to organize large quantities of small parts, or items, in an easy-to-carry container? The answer includes appliance and electronics repair people who do outcalls, artists who carry large numbers of small paint tubes into the field and freelance models and makeup artists who carry hundreds of small tubes of cosmetic “stuff” with them from job to job. In fact, one fishing tackle box company did go through this exercise and now produces a number of their boxes in bright fashion colours specifically for the makeup artist / model market.

#2...The WHO / WHAT approach:

Step 1: State WHO you help. For example, MacDonald’s said, “We help hungry people who want quick, convenient food for lunch or dinner.”

Step 2: Then ask, “WHAT other help might these same people need in any way related to what we do for them?” By asking this question it became clear that those same people might also need a quick, convenient breakfasts, which has now become huge business for Macdonald’s.

Another example of the WHO / WHAT approach...Gillette started making razors and blades back in 1903 but it was many years later before they realized that they could further grow their business by offering the same customers a quality shave cream that would enhance the shaving experience.

For years State Farm sold insurance only but have now reinvented themselves using the WHO / WHAT approach by adding a full range of investment and financial planning services. H&R Block, long famous for preparing personal income tax returns, has now also added financial planning products and services using the WHO / WHAT approach.

How can you use the “WHO / WHAT” and the “WHAT / WHO” approaches to increase your sales and profitability?

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.