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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.

"You always hurt the one you love, the one you shouldn't hurt at all."

These words, *"You always hurt the one you love, the one you shouldn't hurt at all"* are the opening words to a song that was popular when I was a kid...and we need to bring them back. Businesses that should be smart enough to know better keep “hurting” the very customers that they should be “loving”.

My brother John, a loyal Bell Canada customer for his whole life, went to a Bell store last week to buy a Blackberry and found that while people who have never given Ma Bell a penny of their hard-earned money could purchase one of these Blackberrys for a mere \$100, a current loyal Bell customer, buying a total of three services from Ma Bell, must pay \$350 for the same item. This has “stupid” written all over it!

The staff in the Bell store just rolled their eyes and told my brother, *"Yea, everyone thinks it's stupid...and it is. We get hammered every day about this!"* They then connected brother John with a “service person at head office” who also agreed that it was pretty stupid and, after a lot of haggling, went off the line to talk with a supervisor.

The result was two suggestions from the brilliant minds at Ma Bell...

- 1) He could terminate his three Bell services so that he’s not a customer any more in order to qualify for the \$250 “new customer discount” and then immediately reapply for all three of his current Bell services, which would mean losing his existing phone numbers, reprinting all his business cards and stationery and notifying everyone he knows of the his new numbers. This possibility hardly requires comment.
- 2) Or, they would agree to give him a portion of the \$250 “new customer discount”, but certainly not all of it. So, apparently dealing with Ma Bell is now all about negotiating...just like buying a used car.

Clearly, some genius at Head Office who dreamed up this program simply hasn’t thought through the damage done by over-charging, insulting and wasting the time of long-term loyal customers and frustrating the hell out of their staff. What an incredible waste of time, money, energy and customer goodwill. Please don’t do this in your business!

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.