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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 questions that could “jump-start” your business!

One of the simplest and most effective ways to open our minds to new ways of growing our business is to ask the two questions below...

Question #1:

What additional products or services, coaching or help of any kind do our existing customers need or want that we could supply in a way that would...

- (a) Create more customer value,
- (b) Strengthen our “ownership” of those customers,
- (c) Clearly differentiate us from our competitors...and,
- (d) Increase sales and profitability.

Here are a few examples of well-known companies that have increased sales by creating new products or services.

Crest toothpaste recently added power toothbrushes to its product line. After years on the market, Kellogg’s Eggo Waffles have just added Eggo brand syrup. When my wife went to buy me a new digital camera for my birthday, Sony got the business because they offer a free digital photography course...and I need all the help I can get.

One of the best and most complete examples of doing more business with existing customers is the Healthcare Technologies Div of General Electric. They sell expensive diagnostic equipment such as MRI’s to hospitals and diagnostic clinics.

Not only do they sell the equipment, they also offer financing, training and maintenance packages ...or, they’ll set up, staff and operate the whole department on a contract basis.

But you don’t have to be Crest, Kellogg’s or GE to make this happen. My friend David Freedman is the world’s finest maker of horse harness for elite clients that include Royalty, Martha Stewart and people who have so much money that they don’t go anywhere (and I mean “anywhere”) without a body guard.

In addition to supplying harness, David has grown his business and taken “ownership” of his clients by helping them find the very best horses, rare antique carriages and the best trainers. He has made himself indispensable!

Two simple questions that would “jump-start” your business!... (Cont'd):

Question #2:

“What other people need the products, services or special value that we offer?”

Here’s the second question that you can ask to grow your business.

The most effective way to grow your bottom line is to sell more of the same stuff that you’re already producing to other people. These “other people” could be in your existing market area, in some other part of the country, or somewhere else in the world. Hydropool Spas, a client of ours located in the Toronto area, now sells their high quality Hot Tubs in over 20 countries around the world.

My favorite example here is a company that makes fishing tackle boxes. For years they defined themselves as makers of tackle boxes, but then redefined themselves by the value they deliver...makers of small, portable containers that keep lots of little things organized. Then, they made a list of the other occupations that have the same need and came up with two new markets to grow their business...

- (a) Repair people who carry dozens of small parts from job to job.
- (b) Fashion models and makeup artists for theatre and movies. For this market they molded their boxes in fashion colours.

How could these two simple questions help you to do more business with existing customers...or to open up new markets for your existing products?

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.