



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.

Are you listening to the right people?

Many businesses do customer surveys and that's great. When we listen to our customers, two wonderful things happen. First we learn from them and second, we honor them. But companies often make the mistake of listening only to the people who are already customers...the people who love them enough to do business with them.

In order to build your business, it's important also to listen to the people who aren't yet customers. How do they feel about you and about what you sell? What negative assumptions are preventing them from buying what you sell or buying it specifically from you?

When cake mixes were first introduced in the 1950s they were a huge failure. Interviewing the few people who were buying cake mixes, and found them to be delicious and a real time saver, would not have shed light on the real problem. Clearly the people who needed to be listened to were the women who were not buying cake mixes.

When they did this they discovered that, for women, making a cake was a creative act of loving and nurturing their family and by simply adding water to a mix out of a box, they felt that somehow they were actually "cheating" on their loved ones.

Based on this information, cake mix manufacturers altered their ingredients and instructions to require the addition of a cup of whole milk and one fresh egg, which allowed women to contribute enough effort and goodness to eliminate their feelings of guilt. Then, of course, one company added even more emotional value with the slogan "Nothin' says lovin' like something from the oven... and Pillsbury says it best!" This is brilliant marketing!

Are you listening to the right people to improve and grow your business? What specific action will you take to be an ongoing serious student of your customers and of those who are not yet customers?

Then, what will you do with what you learn? There's absolutely no benefit from just listening. Listening is an expense...an expense that only makes sense if you're prepared to take effective and consistent action.

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.