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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](mailto:newsletter@donaldcooper.com).

His website, [www.donaldcooper.com](http://www.donaldcooper.com) also offers free articles and business tools.

## **Do your policies make you look stupid & drive customers away?**

Businesses typically create policies to protect themselves from unreasonable or dishonest customers. But, often, businesses overprotect themselves with policies that drive good, honest customers away. Here’s the “goofiest” return policy that I’ve heard in a long time. Do you ever do anything this stupid?

A young couple that I know bought their first home and required all new furniture. They recently ordered a dining room set from a local furniture store on a Friday evening. The furniture would be custom made, delivery would take 12 weeks and a substantial deposit was required, which they put on their Visa Card. Over the weekend they studied several decorating magazines and developed a different concept for the dining room.

First thing Monday morning they called the store to cancel the order. They were told that even though the order had not yet been sent to the factory, they would only get a Credit Note, not a refund and, are you ready for this...**there would be a 15% restocking charge!** This is about as stupid as it gets...a 15% charge for restocking something that hadn’t even been ordered yet!

Needless to say, they’re fighting it. They’ve also told everyone they know about their battle and the furniture store has not only lost a customer for life but also has sustained severe damage to their reputation with at least 50 potential customers.

Look at your own business policies. Are you overprotecting yourself and driving customers away?

**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](http://www.donaldcooper.com) , email us at [info@donaldcooper.com](mailto:info@donaldcooper.com) or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.