



Donald Cooper, MBA, HoF
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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Are you proactively building a million-dollar database?

My wife and I spend three joyful weeks every December at our country house in the Muskoka Lakes area north of Toronto. What I've discovered about most of the business people in that region is that they do nothing to proactively grow their businesses. They have, however, become quite proficient at complaining about how 'slow' business is.

In just one day before Christmas...

- I bought a new power drill at a local lumber yard,
- shopped at a gift shop,
- browsed through the studio of an artisan potter,
- bought flowers at a flower shop,
- purchased a gift certificate at the local live performance theatre...and,
- I had lunch at a local chef-owned restaurant.

The sad thing is that not one of those six businesses asked me if I'd like to be on their database to be advised about upcoming events, special offers or community happenings. Not one of them is building a database that will allow them to communicate, add value, build relationships, create loyal fans...and grow their business. Not only will this simple step add to your bottom line every year but, some day, when you want to sell out, your business with a large, active and loyal database will be worth a lot more than your business without one.

So, what are you doing to build a million-dollar database in your business? And then, how will you proactively, creatively and responsibly use that database to communicate with customers in a way that delivers real value to them, increases your sales and grows your bottom line?

Important PS: Lots of business people tell me that their customers simply won't give up their name and personal contact info. That's a sure sign that your customers don't like, value or trust you...and that's a huge problem. It's a sure sign that you've failed to build a meaningful relationship with these folks.

If people believe that you will honestly send them valuable and interesting information, news, insights, reminders, updates and special offers of interest to them...and that you won't abuse the relationship or "sell" their info to others, they'll gladly give you their contact info. So, if you can't build trust, you can't build a database. But then, without "trust" you can't build anything.

For more information on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at sharen@donaldcooper.com.