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

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

A quick and easy customer "communications reality check":

You communicate with your customers in hundreds of different ways. In fact, everything you say, do or decide tells customers whether you're...

- 1) Caring or uncaring.
- 2) Competent or incompetent.
- 3) Passionate or complacent.
- 4) World-class or 3rd rate.
- 5) Trustworthy or not.
- 6) Deserving of their loyalty...or not.

Here's a simple project that will take one hour. Sit down with a few of your best and brightest people and make a list of all the ways that you communicate with customers. To make your list of "communication points", think about everything that your customers see, hear or interact with in any way when doing business with you. Step by step, think and feel like a customer.

Think about your people, your physical premises, your policies and processes, products or services, packaging, promotion, business cards, signage and advertising. Don't forget how you answer the phone, how you respond when things go wrong, your pricing strategy and your performance guarantee. This is just a brief list of "communication points" to get you started. There will be hundreds more.

Then, for each way that you communicate, honestly check it out against the 6-way test shown above ...and then figure out what needs fixing.

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.