



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.

Donald Cooper, MBA
Certified Speaking Professional

Are you just "satisfying" your customers...or are you "amazing, delighting and owning" them?

This summer Chrysler took what they thought was a bold and innovative step to move inventory. They introduced the auto industries first ever **“If you’re not satisfied after 30 days, you get your money back.”** guarantee. I’m all for guarantees. Properly done, they’re a very powerful marketing tool. But, sadly, this one falls way short.

On average, people seem to drive their cars for about five or six years nowadays. So, by the time you get a new one it’s a big bloody deal. You’re excited to finally experience all the improvements, upgrades and new technologies introduced since you bought your last one. You’ve been waiting a long time for this day!

So, after all that, do you just want to be “satisfied” with your new buggy, or do you want to be delighted, amazed, thrilled and tickled pink? “Satisfied” is somewhere just slightly above “not satisfied” and far below delighted, amazed, thrilled and tickled pink. “Satisfied” is not where emotional connection, brand loyalty and customer ownership take place. **“Satisfied” is where customers are not unhappy enough to return it, but not thrilled enough to buy another one.**

Are you just striving for customer “satisfaction” in your business, or are you committed to delivering products, services and experiences that create customer ownership over the long haul? Specifically, what are you doing, every customer, every time to amaze and delight them?

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 sharen@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.