



**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](mailto:newsletter@donaldcooper.com).

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

## **Are you a serious student of your numbers?**

If you don't understand your numbers, you don't understand your business...it's that simple! You could be one of the world's great marketing geniuses but if you don't know your numbers, you're going to be in big trouble!

What are the 10 or 12 key control numbers that you need to know every month in your business to manage effectively? Consider the following possibilities...

- Total sales & average sale, by product
- Sales by customer
- Gross margins by product or product group
- Inventory levels, inventory turns
- Receivables
- Payables
- Orders on hand
- Wages by dept.
- Staff turnover
- Occupancy costs
- Shrinkage
- Return on assets

With the comprehensive and inexpensive accounting and control systems available today, there's no excuse for not having the information you need to manage your profitability. Without it you're flying blind! And it's not good enough just to have the numbers...you need to understand them, study them, and use them. There are excellent courses and seminars available on "Finances For The Non-financial Manager." Contact your local business school.

What will you commit to do to be a serious student of your numbers?

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.