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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.

His website, www.donaldcooper.com also offers free articles and business tools.

Are you using simple technology to track & "own" customers?

Are you using technology to track customers' purchases so that you can thank them, nurture them, reward them and proactively market to them? And are you using the same technology to contact them if their purchases decline or cease in order to find out what has happened to the relationship?

Several years ago I suddenly stopped using my American Express card in favor of a Visa Aerogold card that offered more benefits and universal acceptance. I'm still waiting for a call from the folks at Amex to enquire about the reasons for my departure. I don't exactly sit by the phone day and night waiting for this call...but I **am** still waiting!

Perhaps they could have "rescued " me. Perhaps they had a card that was better than the one I switched to. Perhaps they could have learned something useful by following up or perhaps they could have just left the door open for the future. Instead, they've created the impression that they just don't give a damn.

Some of the most valuable stuff that you can learn about your business comes from customers and staff who have decided to leave you! Do you have a process in place to gather and benefit from that important information?

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