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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.

Here’s a simple exercise that will put you in front of your competitors:

Many of my clients seem to be oblivious as to what their competitors are doing. They list for me all the wonderful things that they do that their competitors don't. Then I have to break the news to them that they're living in "la-la land". Here's one of the simple process that we work through with clients to give them a clear competitive advantage over their competitors.

First, sit down with a few of the best minds and hearts in your business and list 3 things that each of your major competitors does better than you. It could be in the area of price, or service, customer relationship building, advertising, sales training, "product" selection, technology, reputation or operating efficiency. It could be something as small as free parking ...or something as fundamental as their competitor having a more effective business model. Whatever it is, swallow your pride and write it down.

If you don't know what your competitors do better than you, shame on you. Stop pretending that what your competitors do doesn't matter and find out why they're getting the business or making the profit that you're not.

The next step is to get out in front of them by doing what they do, but doing it even better...or by doing the opposite. Either beat them at their own game...or make up a new game. It's that simple.

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.