



**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.

### **Simple marketing tips from a goofy caterer, a huge retailer and a shy florist!**

A few weeks ago we were at a dinner and theatre evening at the historic Gravenhurst Opera House near our cottage. The caterers did an excellent job on the food but a lousy job on marketing. I suggested to them that, instead of wearing just jeans and T-shirts, they might consider nice aprons with their business name on them. “Oh,” the lady said, “We have aprons like that but they get dirty if we wear them.” Nothing like having all the expense of doing something wonderful...but none of the benefit.

Undaunted, I added. “It might also be a good idea to put some brochures on the buffet table so that folks can learn about what you do, how you can be helpful and how to contact you.” To which she replied, “Oh, we used to put brochures out, but people kept taking them.” Believe it or not, I was speechless!

Then, just last week my wife received an incredibly beautiful bouquet of flowers as a “thank you” for a special favour. My first thought was to see where these flowers came from so that we could become customers. But as wonderfully talented as this florist was, they didn’t have the simple marketing “smarts” to include their business card in the wrapping. The lesson...don’t be shy about promoting your business.

The third marketing tip comes from one of our largest Canadian retailers who offers “Rain Checks” when they run out of an advertised item. The promise is that they’ll take your name and phone number and call you when the item is back in stock. The only problem is, they never call...or not in my experience, anyway. So, they go to all this trouble to create a “Rain Check” program and an expectation of customer service but, through poor execution, they...

- a) lose the sale,
- b) miss the sale of all the other things that you might buy when you go back for the ladder, or whatever it was...and, finally,
- c) they dishonour and irritate their loyal customers.

Whatever happened to simple marketing strategies like “get good and then brag”, “do what you promise to do”, or “make it easy for the customer to buy”? What opportunities might you be missing in your business to get noticed, to communicate your value, to make a great impression, to keep your promises, and make it easy for people to do business with you? What tips could you learn from a goofy caterer, a shy florist and a huge retailer?

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