



**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.

## **You can spend yourself into bankruptcy...but you cannot save your way to prosperity!**

You can **spend** yourself into bankruptcy...but, in the long term, you can’t **save** your way to prosperity. Yes, you need to be an efficient, low-cost operator but, after you’ve trimmed expenses and improved your processes, additional savings get harder and harder to find without cutting into the very heart and muscle of your business.

At some point you have to sell more. You have to create, deliver and communicate compelling, customer-owning value that clearly differentiates you and “grabs” your customers.

If you have a gross margin of 35% in your business, just 5% more sales will grow your bottom line by 35%...if you control margins and expenses at current levels. If your gross margin is 25%, 5% more sales will grow your bottom line by 25%... if you control margins and expenses at current levels.

Get the idea? Whatever your gross margin percentage is, 5% more sales will grow your bottom line by that amount as long as you don’t spend like a drunken sailor. (Hey, it’s just an expression!)

**The first step** is to redefine your business, not by what you sell, but rather by the functional, emotional and financial Value that you deliver. Truth be told, what you sell is probably a commodity and if you define yourself by a commodity...you will be an undifferentiated commodity forever.

For example, a mortgage company would no longer say, “We sell mortgages!” That just doesn’t “grab” people. They would powerfully redefine themselves as being in the business of helping people have a stress-free experience buying a home wisely, securing a mortgage and paying off that mortgage as quickly as possible. Isn’t that what people really want?

**The second step** is to make a list of all the HELP your customers need in any way related to...

- a) Knowing about you, how to find you and about all the value that you offer,
- b) Knowing how to wisely choose and effectively use whatever product or service you sell.
- c) Doing business with you, in any way.

**The third step** is to ask yourself, “What’s the most wonderful way that we can **deliver** some of that HELP, every day, without fail, better than our competitors?” Involve the best minds and hearts in your business. (If you’re a one-person business, ask some bright friends to help you.) Get creative! Break the rules! Ask, “What’s possible?” Then, decide and commit to action.

How can you use these three powerful steps to create customer “ownership” and prosperity in your business?

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.