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*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, **free, monthly Management E-Newsletter**, email us at [newsletter@donaldcooper.com](mailto:newsletter@donaldcooper.com).

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

## Could you tell your value story and ‘grab’ your customers in just a few memorable words?

When you truly understand your customers and your compelling value story, you can 'grab' them and clearly differentiate yourself in just a few memorable words.

ING Bank reinvented banking in North America. Their "no branches" business model allows them to pay higher interest on deposits and charge lower rates on mortgages. They're also known for their aversion to hitting their customers with extra fees and penalties...and for their consistent and innovative advertising.

I recently saw a great ING ad on the side of a bus that said simply...

**"ING BANK...ALL CARROT -- NO STICK!"**

This is brilliant. For people who feel they're being "beaten" by their bank, this is a real grabber.

M&M Meat Shops, the great Canadian retailer of prepared meals grabs busy Moms, who are too busy to shop, with their value positioning statement, **"Hundreds of meal ideas...just one aisle."**

Southwest Airlines grabs all of us who are tired of advertised low airfares that skyrocket when all the hidden fees and surcharges are added in. We feel that it's deceitful...and we hate it. Good old Southwest's new slogan is, **"Low fares...no hidden fees"** Once again...simple and brilliant.

So, the question for your business is, do you have a value positioning that is so simple, clear and compelling that you could put it out there in just seven words or less? In a time-compressed, five second sound bite world, this is a powerful marketing tool.

**For more information** on how Donald Cooper can help you rethink, refocus and reinvent your business to create compelling customer value and long-term profitability, call us in Toronto, Canada at 1-(416) 252-3704 or email us at [sharen@donaldcooper.com](mailto:sharen@donaldcooper.com).