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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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

Are you telling your compelling-value story every chance you get?

As we drove from Toronto to Long Island, N.Y. and back last week, we passed hundreds of hotels and motels along the way. But only one of them was smart enough and proactive enough to tell their value story on their roadside sign. The rest of them just blended into a roadside blur of mediocrity and apathy...and most of them, I suspect, were half empty.

The roadside sign on the one motel that "gets it" said, simply, "**Clean and Quiet...Weekly Rates!**" They addressed three important things that travellers want to know. In addition, their grass was neatly cut and their roadside gardens were beautiful...and, did I mention, their parking lot was full.

It's not rocket science...it's just a matter of thinking and feeling like a customer, creating the value and experience that they want and then **communicating that in everything you do**. All it takes is some understanding, a little creativity and a commitment to be extraordinary.

So, cut to the chase here; what do your customers really want? When they're looking to buy what you sell...

- a) What are they really trying to **do**?
- b) What do they want or need to **know**?...and,
- c) How do they want to **feel**?

If you can help your target customers to **do, know and feel** what they want...and if you then communicate that in everything you do...you will deserve their business and their loyalty.

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 info@donaldcooper.com.