



**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.

**Donald Cooper, MBA**  
*Certified Speaking Professional*

## **Are you thinking of *all* your ‘customers’?**

A quick look under the hood of your own vehicle will tell you that the folks who designed and manufactured it didn’t give much thought to all of their ‘customers’. They sure didn’t think of the mechanics who have to service and repair it over the next 8 or 10 years.

My mechanic told me recently that he had to unbolt the engine of a BMW from the frame and move the whole thing three inches forward, just to replace a \$10 hose. Total cost...about \$900.

Many businesses think that their customers are those people who buy what they sell. But it’s my belief that a ‘customer’ is anyone who interacts in any way with our products or services. That includes anyone who...

- 1) Produces what we sell.
- 2) Purchases it.
- 3) Resells it.
- 4) Transports or handles it in any way.
- 5) Installs or services it.
- 6) Operates it.
- 7) Uses or consumes it.
- 8) Disposes of it.
- 9) Is affected in any way by what we do.

When we had a large manufacturing plant on the edge of a residential community we considered our neighbours to be ‘customers’ and made sure that they were not negatively affected in any way by noise, pollution or traffic congestion as a result of our being there.

Years later, as retailers of ladies clothing, we understood that husbands and children who came to our store were also ‘customers’ so we offered electric massage chairs and a pirate ship play area to keep them occupied and happy.

So, what will you commit to do to identify, truly understand and more effectively serve ALL of your ‘customers’? First, use the nine point list above to identify them. Then, get creative as to how you will make their lives easier, safer, more productive, less confusing and more enjoyable.

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.