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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, idea-generating, **FREE** monthly electronic **Newsletter**, email us at newsletter@donaldcooper.com.

His website, www.donaldcooper.com also offers free articles and business tools.

Have you thought of “everything”?

To “own” your customers and not let your competitors get their foot in the door, you need to try to “think of everything”. This may sound like an impossible task but when you take the time to truly think and feel like a customer, it will be a lot easier than you think...and the results will amaze you!

First, think and feel through the process of choosing, buying and using what you sell, step-by-step. Then, think and feel through the process of doing business specifically with you. What do those experiences look like and what do they feel like?

Here's another example. LePage's now makes nine different kinds of household glue specially formulated to stick a variety of materials from leather, to glass, to steel. That's enough different types of glue to confuse anyone... but LePage's has thought it through.

Each glue is clearly numbered, both on the tube and on the package, and all nine glues are presented, in sequence, in a convenient and attractive retail display.

On the back of the packaging for each type of glue they've put a simple chart that shows which glue, by number, works best for what materials. If you're gluing styrofoam, # 7 is best; if it's porcelain, you need # 9. Sales have increased tremendously and customers are delighted with the simplicity of getting perfect results every time.

Here's an example of not thinking it through. The Canadian Tire store in Gravenhurst, Ontario set up a convenient process designed to let you drop your car off for service after store hours by filling out a simple work order and putting it in an envelope with your car keys. For reasons of security, you then drop the envelope through a slot in the door and the theory is that they will repair your car and call to advise you when it's ready.

Only one problem...they didn't think it through. The slot in the door is not big enough to fit the envelope. Like I said...it ain't rocket science!

So, to “own” your customers and keep them coming back, here are seven questions that will help you to “think of everything” ...

- a)** When it comes to buying what we sell what are our target customers confused or stressed about?
- b)** When people do business with us, what do they want to do, what do they need to know and how do they want to feel?
- c)** Are we "easy"?...easy to find, easy to get to and is what we do easy to understand?
- d)** What kind of information or coaching might our customers need to wisely choose and effectively use what we sell?

- e)** What might we be doing as a business that is stressing our customers and perhaps even driving them away? Think about how we look, how we perform, our attitudes, our policies, selection and prices.
- f)** Do we really understand how we impact our customers functionally, emotionally and financially when we don't "deliver"?
- g)** What little simple acts of kindness could we offer that would amaze and delight our customers?

So, how can you use these seven questions to help you to "think of everything"?

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 email us at info@donaldcooper.com or contact us by telephone in Toronto, Canada at 1-(416) 252-3704.