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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.

Treasure the complainers...for they speak for many others!

I read recently that 96% of people don't complain when they have a bad service experience. But they do tell about 10 other people...and many of them quietly "take a walk" and never do business with that company again.

There is a tendency, if only four people complain about something, to think that the problem isn't all that serious. But what this means is that for every four complaints you get there are about 96 others who kept their mouth shut, walked away and then blabbed about you to 10 other people.

So, instead of thinking of complainers as bothersome troublemakers, choose to see them as courageous spokespeople for that huge silent majority who you cannot afford to lose.

How will this revelation change how you respond to both the complainer and the complaint?

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.