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Donald Cooper, MBA, HoF

Donald is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

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An article by Donald Cooper, MBA...

What needs turning upside down in your business?

Clothing retailer Gap has literally turned shopping on its head with the Vancouver launch of a new loyalty program. The program, which Gap claims is a retailing first, allows shoppers to buy clothing at full price and receive automatic credits should the item they purchased go on sale any time in the following 45 days.

Customers can then spend their savings at Gap, Banana Republic or Old Navy stores.

“We’re taking away the frustration and worry over buying a product at full price, and then seeing the price drop soon afterwards,” said Marka Hansen, president of Gap Brand North America. *“This program will give our customers the confidence to **buy what they want, when they want it.**”*

To draw attention to this breakthrough program, Gap turned everything “upside down” at their flagship store on Vancouver’s trendy Robson Street.



As you can see from the picture on the right, the store sign, the window displays, even cars parked in front of the store were turned upside down. This is gutsy and brilliant...and it worked.

So, what needs turning upside down in your business? What are you doing that causes your customers stress, confusion or grief. What ticks them off...and what extraordinary action will you take to fix that?

What isn’t working any more that you haven’t gotten around to fixing? What policies need changing, what systems or technologies need updating; what products or services need improving or replacing?

Where have you let things slide; what’s looking shabby? Make a list of 4 or 5 things that most need turning upside down in your business and then get on with replacing them with something extraordinary. Remember, mediocrity is no longer an option.