



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.

Donald Cooper, MBA
Certified Speaking Professional

Are you using your database to deliver value and create customer ownership?

A few weeks ago I received an "Urgent Frost Bulletin" from my garden centre hero, Perry Grobe of Grobe's Garden Centre in Kitchener, Ontario. Perry, who's both a horticulturist and landscape architect, sends out an excellent monthly gardening E-newsletter to customers...but whenever there's a "gardening emergency" such as forecasted frost or some devastating garden pest showing up in the area, Perry sends out a special and urgent bulletin telling customers exactly what to do.

This brilliant and proactive marketing requires 3 things to make it happen...

- First, you need to be a true expert. You have to know stuff that will be helpful.
- Then, you need to be passionately committed to proactively serving and coaching your customers.
- Third, you need a complete and accurate database and a bit of software to easily and quickly communicate with your customers. Sending regular newsletters and "special bulletins" is a powerful combo.

So, how will you use your knowledge, your caring, and your database to deliver more customer value, build relationships and create customer ownership?

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