



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

It's not just a drink of water...it's an 'elite hydration experience'!

Evian, the folks who bring us bottled water at 3 to 5 times the price of gasoline are introducing that very same water in a new fancy shaped glass bottle that will be available only in hotels, restaurants and night clubs...at an even higher price. It is being marketed as an "elite hydration experience". Hey, it's freakin' water folks.

So, how could you "fancy" up what you sell by adding some additional services, a little extra functional or emotional value, some more personal attention...or whatever, and then market that as your "elite" offering at a higher price?

Banks and stock brokers have added separate "private client" departments to better serve high net worth clients, with whom they can make a lot more money. Some high-end restaurants offer the opportunity to dine at the "chef's table", placed right in the kitchen, where you get special attention, a unique experience...and a very big bill. While so many businesses are going "down market", how could you go "up market"...and make more money?

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.