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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, **free, monthly Management E-Newsletter**, email us at newsletter@donaldcooper.com.

Donald’s website, www.donaldcooper.com also offers free articles and business tools.

When the world’s largest business changes it’s positioning statement, pay attention:

Just a few weeks ago Wal-Mart changed their positioning statement...and there’s an important lesson here for all of us.

For years Wal-Mart’s positioning statement, has been “**Low prices...Always low prices!**” It appeared on their stores, in their ads and on their website.

But earlier this month they quietly changed their slogan to, “**Save money. Live better**”. This is a small but beautiful change. In fact, it’s brilliant. It defines a clear benefit...“live better”. So, now you’re not going to Wal-Mart to save money because you’re poor and downtrodden...it’s so that you can live better. Who doesn’t want to live better, especially in these difficult and uncertain times?

This new positioning is so beautifully aligned with what people want to do and how they want to feel. So, what can you do to position your business so that it’s more aligned with what your target customers really want to do and how they want to feel...and how could you say that in a brilliant, compelling positioning statement that would clearly differentiate your business?

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.