



Donald Cooper, MBA, HoF

## **THE DONALD COOPER EXPERIENCE**

Speaking internationally on marketing, service and business excellence

**HOW TO SELL MORE, MANAGE SMARTER,  
MAKE MORE MONEY...AND HAVE A LIFE!**

***“Every business owner needs to spend a few hours with Donald Cooper...it changes everything!”***

...Randy Ketelsen, President of America's #1 recreational vehicle dealership.

### **Every businesses challenge...and Donald's commitment to bottom-line outcomes:**

Business is tough...and getting tougher. Mediocrity is no longer an option! For any business to be profitable today, first there must be clarity of purpose and then, everyone in the organization must be focused, committed, energized and accountable.

Donald Cooper helps business owners and their management teams to rethink, reinvent and re-energize their business to create three critical outcomes...

- 1) Compelling, **customer-owning value** that will “grab” their target customers, clearly differentiate them from their competitors and grow their bottom line.
- 2) More effective **management practices** that will create focus, innovation, passion, commitment and accountability at *every* level of the organization. Management practices that will make them price-competitive, service-competitive and profitable.
- 3) A **Plan to create a more profitable future**. A simple, one-page Plan that will inform everyone in the organization as to what the business commits to become to be a profitable market leader in 3 to 5 years.

Drawing from his unique experience as a world-class manufacturer, award-winning retailer and business coach, Donald challenges tired old assumptions and delivers the “straight goods” on how to sell more, manage smarter, make more money...and have a life. Here are just a few of the bottom-line insights and business-changing tools you'll take away...

#### **1) How to sell more:**

- Two new realities...“good” is invisible...and “safe” is risky!
- How to redefine your customer commitment in a powerful new way that can create hundreds of powerful customer-owing ideas.
- The simple truth about why people buy, why they don't buy...and what they *really* want when they do buy.
- Loyalty is not dead...unless you kill it! Understanding the big lie that every business tells itself about “loyalty”...and how to fix it.
- How to create compelling value that “grabs” your target customers and clearly differentiates you from your competitors. Why everyone expects a “deal”...and how to combat that.
- Learn Donald's unique ‘back-assward’ approach to creating “BIG IDEAS” that will amaze your customers and frustrate your competition.
- *“We are what we communicate”*. How do we effectively communicate our value in a cluttered market? *“Advertising is creative bragging”*. What are you doing that's really worth bragging about? What else can we do to ‘grab’ our target customers and clearly differentiate ourselves from our competitors.

**2) How to manage smarter:**

- How to redefine your business in four new ways to create clarity, focus and long-term profitability.
- Your three most important roles as a manager made easy.
- Some clarity on “Vision”. What it really is...why you need one...and how to create it on one piece of paper. A revealing look at what you and your business must become to be a more profitable market leader in 3 to 5 years. Do you want to become what you *must* become?
- Managing the numbers. If you don't understand your numbers, you don't understand your business.
- The truth about what good people *really* want...and how to deliver it. How to create a one-page commitment to your team that will make you the preferred employer for the best people in your market. You can't grow your business if you don't grow your people. How to keep top performers and deal with non-performers.
- The four questions to ask that will create urgency, efficiency and accountability in your business.
- How to make the critical transition from “player” to “coach” as your business grows.

**3) How to make more money:**

- Do you have a specific profit commitment? How to create a one-page Profit Improvement Plan in your business.
- The three most important things you can do to grow your bottom line by 20% to 80%.
- Is your business paying you once, twice...or not at all?
- Are you building a profitable and saleable business...or are you just buying yourself a job?

**4) How to have a life!**

- Don't make your business your 'neat fort!' You have 'customers' at home too!
- Will you create both 'success' and 'significance'?
- Making wise choices...“*There's no such thing as business goals, only the personal goals of the people who control the business.*” Are your personal goals and commitments clear and wise?
- Declare this to be 'The year of keeping promises'!
- 4 specific things you can do to 'have a life'.

**Donald's unique value, experience and credibility:**

Today's business owners and managers want to hear from speakers **who have actually done it...**and done it well. Donald has done it! Winner of seven awards of excellence for marketing, service and business innovation, he has been both a leading manufacturer and retailer.

Donald started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur!

He earned an MBA from the University of Western Ontario, followed by 18 years at Cooper Canada, the family business. Cooper Canada became the world's leading manufacturer of hockey equipment and Canada's largest maker of both sporting goods and fine leather goods.

In 1981, Donald made a strategic decision to do something less corporate, becoming a retailer of ladies fashions and gifts. He fundamentally redefined the retail experience for which he was named Canada's Outstanding Innovative Retailer by the Retail Council of Canada.

Since 1991 Donald has been helping business leaders in over 50 industries throughout the world to fundamentally rethink and reinvent themselves to create compelling customer value and long-term profitability.

Audiences also want to hear from speakers with **superb presentation skills**. For his unique and transformational material and outstanding delivery, Donald has been awarded the prestigious Certified Speaking Professional (CSP) designation, the highest earned designation in the competitive world of professional speaking. He has also been inducted into the Canadian Speaking Hall Of Fame.

Finally, people want **ongoing value**. In addition to a comprehensive presentation Handout, each participant in Donald's programs has the opportunity to sign up to receive his free, monthly, thought-provoking, idea-generating business E-Newsletter. His Website also offers over 100 business tips, implementation tools and templates.

#### **What do clients say about Donald's ability to inform, focus and inspire?**

Enthusiastic letters of recommendation are available from an impressive selection of small, medium and large businesses and over 150 Industry Associations. Here are just a few client comments...

- "What a wake up call. I have been reminded, inspired and empowered. "
- "You have made it clear and simple as to how to reinvent my business."
- "This was the most challenging presentation I've attended in 40 years. Thank you!"
- "Brilliant, thought-provoking and to the point."
- "Donald, I've heard at least 50 presentations like this over the years and you are the best speaker I've ever heard!"
- And, finally, to quote the Editor of Profit Magazine...

***"A compelling bottom-line business message...brilliantly delivered!"***

**Warning:** This presentation is not for wimps! Donald asks tough questions and challenges tired old assumptions about what's really wrong with business today...and what really needs fixing. The process requires integrity, self-awareness, optimism and the courage to face reality.