



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 industry today is in a crisis of overcapacity. There simply isn't room in the market for everyone to make a decent profit...and **that's** every company's biggest problem! Drawing from his unique experience as a world-class manufacturer, award-winning retailer and business coach, Donald Cooper challenges 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 you'll take away...

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

- Two new realities... "good" is invisible...and "safe" is risky!
- The simple truth about why people 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 customer "loyalty"...and how to fix it.
- How to create compelling value that "grabs" your target customers and clearly differentiates you from your competitors.
- How to effectively communicate your compelling value in a cluttered market. "*Advertising is creative bragging*". What are you doing that's really worth bragging about?

## **2) How to manage smarter:**

- Rethink your business in three new ways to create clarity, focus and long-term profitability.
- Some clarity on "Vision". A 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?
- Getting comfortable with the numbers. If you don't understand your numbers, you don't understand your business.
- You can't grow your business if you don't grow your people. The truth about what good people *really* want...and how to deliver it.
- Ten words that will create urgency, efficiency and accountability in your business.
- The four questions to ask to fix what isn't going right in your business.
- Making the important transition from "player" to "coach" as your business grows.

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

- Is your business paying you once, twice...or not at all? How to "Plan" to make money.
- Create world-class operational efficiency that allows you to be price-competitive, service-competitive...and profitable.
- The amazing bottom-line power of just 5% more business...and the high cost of cutting your price.

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

- Don't make your business your "neat fort"! You have "customers" at home too!
- Are you building a business asset, or did you buy yourself a job?
- 4 specific things you can do to "have a life".

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

Today's sophisticated audiences want bottom-line **business ideas that work** and they want to hear from speakers who have actually done it. Donald has done it! Winner of seven awards for marketing, service and business excellence, he has been *both* a leading manufacturer and retailer.

His insights are universal, do-able and effective...and they are exclusive to Donald. He created them and only he delivers them.

Audiences also want to hear from speakers with **superb presentation skills**...speakers who inform, entertain, challenge and uplift! 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, audiences want **take-away value**. Donald offers a number of effective and reasonably priced Implementation Tools and a free, monthly thought-provoking and idea-generating E-Newsletter.

**What clients say about Donald's ability to inform, focus and inspire!**

A comprehensive list of clients is available on request, along with enthusiastic recommendations from an impressive selection of small to medium sized businesses and Fortune 500 companies and over 100 Industry Associations.

**Here are just a few comments re this presentation...**

- "What a wake up call. I have been reminded, inspired and empowered. I'm excited to get back to my business."
- "You have made it clear and simple as to how to reinvent my business."
- "I learned more in this presentation than in 4 years of university. Great info and very practical."
- "This was the most challenging presentation I've attended in 40 years. Thank you!"
- "Brilliant, thought-provoking and to the point."
- "Donald, I've been to at least 50 conferences over the years and you are the best speaker I've ever heard!"

To quote the editor of Profit Magazine... "*A compelling bottom-line business message...brilliantly delivered!*" **Note:** Profit Magazine asked Donald to Keynote their National Entrepreneurial Business Conference three years in a row.

**Book early to avoid disappointment!!**

Fewer than 100 audiences each year have an opportunity to hear Donald's powerful insights of Human Marketing. To avoid disappointment, we suggest contacting us as quickly as possible!

**The Donald Cooper Corporation**

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