



Donald Cooper, MBA
Certified Speaking Professional

THE DONALD COOPER EXPERIENCE

Speaking internationally on marketing, service & business excellence

THE 40 MINUTE MBA! **10 Things That You Absolutely Must Know About Your Customers, Your Business and Your Life!**

(A) This dynamic presentation is perfect for a lunch or dinner keynote!

In this highly competitive and time-compressed world, there's a very real need in the meetings industry for a short, insightful, passionate and humorous business keynote that will inform, energize and focus business leaders to address their most pressing challenges...while uplifting and entertaining them.

(B) Exactly what is "The 40 Minute MBA!" ?

Drawing from his real life experience as a world-class manufacturer, award-winning retailer and business coach, Donald Cooper now delivers "**The 10 Most Important Things That Every Business Leader Needs to Know**" ...and he does it in just 40 minutes. "The 40 Minute MBA!" includes...

- 1) **"REALITY 101"** *"The beginning of wisdom is the recognition of reality."*
 - What is every business' # 1 problem?
 - Your customers' reality. The simple truth about why people buy...and why they don't buy.
 - Your industry's reality. What will your industry look like in just 5 years...and are you in the picture?
 - Your Staff's reality. What good people really want...or were you planning to do it all yourself?

- 2) **"REINVENT 101"** *"There is no finish line!"*
 - "Where there is no Vision, the people perish." (Proverbs 29:18)
 - How to redefine your business to prosper forever!
 - Forget unique...be compelling! Create "Compelling Points of Difference" that add more value to your customers' lives ...and more dollars to your bottom line!
 - Will anyone be sorry when you're gone? Create both success and significance in your life!

- 3) **"COMMUNICATIONS 101"** *"If you can't communicate your value...it's meaningless!"*
 - The 7 ways that you communicate in your business.
 - Advertising problem or fundamental marketing problem? Be great, or shut up!

(C) 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 and process of Human Marketing 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 can 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.

Finally, they 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.

(D) What do 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 Fortune 500 companies, small to medium sized businesses and over 80 Industry Associations.

To quote one corporate client who booked Donald six times within five months...

"Your presentation was the highest rated at our 3-day Conference! After the first five minutes, I knew we had a winner on our hands. Your presentation style was absolutely dynamic, your content exceptional, your material was personalized to our company and your message was truly motivational. I look forward to working with you again next year!"

(E) 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!

To contact **The Donald Cooper Corporation:**

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TOPICS AND TITLES

NOTE: Donald Cooper speaks on two main **Topics**, with a choice of **Titles** available for each...or we can customize a title to suit your specific needs.

Topic #1 focuses on the Customer. These presentations are based on Donald's exclusive insights of Human Marketing which have helped thousands of businesses throughout the world to add more real value to their customers' lives...and more dollars to their bottom lines!

1. "Human Marketing®...How to increase market share & profitability in the face of ever-stronger competition!" *
2. "Human Marketing...How to become the preferred supplier of what you sell!" *
3. "Owning Customers for Life...Four powerful steps to increasing loyalty, sales and profitability!" *
4. "Human Marketing...Four powerful steps to creating a customer-focused organization!" *
5. "The Adventure of Change ... Redefining & reinventing your business to achieve market domination in our rapidly changing world.
6. "Creating a Winning Brand!"
7. "The Plain Truth About Retail Success...7 steps to increasing loyalty, sales & profitability!"

* These are different titles for the same presentation with a slightly different focus to address specific business issues.

Topic #2 is about creating a business environment that generates clarity of purpose, loyalty, creativity and effectiveness. A survey of 207 businesses, over 11 years, shows that companies with a strong culture averaged 571% higher gains in operating profits!

1. "Creating a Winning Culture!"
2. "The 8 Essential Steps to Finding & Keeping the Best Staff!"
3. "The Plain Truth About Effective Business Leadership!"
4. "What is the Compelling Purpose of Your Business?"
5. "The 40-Minute MBA!...10 things that you absolutely must know about your customers, your business and your life!" (**NOTE:** This presentation includes the "Best of" Topics # 1 & 2).

Workshops and other programs: Donald also offers one & two day intensive and interactive workshops, combination packages (Keynote plus workshop), participation in Customer Appreciation Events and Panel Moderating. For more information, please contact