



Donald Cooper, MBA
Certified Speaking Professional

THE DONALD COOPER EXPERIENCE

Speaking internationally on marketing, service and business excellence

CREATING A WINNING BRAND...

Winning the battle for customer ownership and
business profitability!

(A) The Battle to be “The Brand”:

Whatever people go to buy, in every part of their business and their personal lives, they're overwhelmed by too many choices, conflicting claims, inflated promises, increasing complexity and the pressure of time. In fact, in most cases people now know less than 10% of what they need to know to make the best purchase decision for them...and they desperately need a “Hero”, a Brand, that they can trust over and over, to be “best” for them and help them define who they are.

In every industry, including yours, there's an **urgent and serious battle** going on amongst manufacturers, distributors and retailers to be “The Brand”...to achieve true customer “ownership”. The winner of this battle will earn higher sales and profitability, while the losers become a commodity, with an uncertain future. Donald's clear insights and actionable **3 Step Process** for “Creating a Winning Brand” will equip and inspire your team to win this critical battle for customer ownership and business profitability!

(B) What is a Brand?

“A Brand is a name and a total image that promises a consistent set of values, standards, and a personality, that its target customers want in their lives.”

...DonaldCooper

In the early days of the American West a Brand was a symbol used to signify ownership...and it's still true today! On the surface, a Brand is just a product name, a logo and perhaps a slogan...but in reality, these are simply symbols, memorable icons, that trigger a powerful set of assumptions about such things as quality, design, value and service...and about who you are if you purchase that Brand.

(C) Our Objective:

The objective of a Winning Brand is to **increase market share and profitability** by...

- 1) Creating and delivering compelling **Value** that clearly differentiates you from your competitors.
- 2) Creating a compelling **Brand Identity** that states clearly who you are and the values you stand for...an identity that resonates powerfully with your target customers.
- 3) **Communicating** your Brand Value and your Brand Identity, clearly and consistently, in everything you do, in a way that leads to customer preference and ultimately, to customer “ownership”!

(D) The 3 Step Process for “Creating a Winning Brand”:

NOTE: Below is an outline of Donald’s “3 Step Process”. In his presentations he delivers the specifics of how to implement these steps, complete with an Implementation Guide.

STEP # 1: CREATING YOUR BRAND VISION and MISSION:

“Where there is no Vision, the people perish.” ...Proverbs 29:18

In most businesses today there’s much confusion about the difference between a “Vision” and a “Mission”. Simply put, your Vision is your clear understanding of what you’re committed to **become** and your Mission is what you’re doing **right now**, every day, to understand, serve and communicate with your target customers. Your Vision “feeds” your Mission so that you are constantly in the process of becoming.

Winning Brands know exactly what and where they want be in the next five years (their Vision)...and what they must do to get there (their Mission).

Your Brand Mission will be a clear statement of three things...

- A) **Who** you’ll serve. Geographically and demographically, who your target customers will be and what is life really like for them?
- B) Specifically, **what** you will always do for those customers that will deliver a compelling mix of functional, emotional and financial value to their lives.
- C) Your **Brand Identity**...the Promises that you’ll make, the Values you’ll embrace and the Personality that you’ll create.

By completing A, B and C above you will have defined the “Total Brand Experience” that you’re committed to.

STEP # 2: DELIVERING THE “TOTAL BRAND EXPERIENCE”:

Everything you do, every day, either builds, or damages your Brand. Every time your Brand “touches” a customer it must deliver the Brand Promise and be congruent with the Brand Personality.

What gets measured, gets managed! It’s important that you regularly audit each “touch point” in your business to rate the effectiveness of your “Brand Experience” delivery. How does the Brand Experience that you’ve committed to delivering compare to the Brand Experience that your customers actually receive...and what specific action must be taken to deliver as promised?

A Winning Brand can only be sustained and delivered in a Corporate Culture that cares passionately about its customers, has clear values, standards and processes, and communicates effectively. Donald’s presentation explores these five key ingredients.

STEP # 3: COMMUNICATING YOUR “TOTAL BRAND EXPERIENCE”:

If you can't communicate the value of your Brand in a clear and compelling way...it's meaningless!

A) The five objectives of your Brand Communication are...

- To be noticed and remembered by your target customers.
- To be understood so that you can be clearly differentiated.
- To build trusting and emotional connections.
- To create a buying decision.
- To add value to your Brand.

B) The six ways that you communicate are...

- How you **look** in every part of your business.
- How you **sound**... “We are what we speak!”
- How you **serve**...exceeding expectations!
- How and where you **advertise** and **promote**.
- How you **care** for each other and our planet.
- How your Brand Experience **feels**!

C) Three of your most important communication tools are your **Brand Name**, your **Logo** and your positioning **Slogan**. Over time, they become powerful icons that in one glance represent all that you do and all that you stand for. In the process, they actually become an important part of the value you deliver. For example, a cap carrying the Nike “swoosh” or slogan sells for twice as much as a plain cap because of the additional emotional value that it apparently delivers to its target customers.

(E) The Power of Leveraging our Brand ... and “Co-Branding”:**1. LEVERAGING YOUR BRAND:**

Having created a winning Brand with strong functional and emotional connections with specific targeted customers it is now possible to explore the many opportunities to leverage your Brand to further increase sales and profitability.

2. “CO-BRANDING”:

We will also explore the opportunities of “Co-Branding”. Co-Branding is the process of joining with other winning Brands to strengthen the acceptance of your products or services...and ultimately, by association, to strengthen your Brand.

(F) Donald's unique value, experience and credibility:

Today's sophisticated audiences want to hear from speakers who have actually done it ...and done it well. Donald **has** done it! Winner of seven awards for marketing, service and business excellence, he has been both a leading manufacturer and retailer. As a manufacturer "Cooper" became Canada's leading sports equipment Brand and the world's #1 hockey Brand. In his second career Donald was honored as Canada's Outstanding Innovative Retailer for his achievement in turning one store into a powerful retail Brand.

Audiences also want to hear from speakers with superb presentation skills. 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.

(G) 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 hundreds of 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!"

(H) Book early to avoid disappointment!!

Fewer than 100 audiences each year have an opportunity to hear Donald's powerful message of customer ownership and business excellence. 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