



Donald Cooper, MBA
Certified Speaking Professional

THE DONALD COOPER EXPERIENCE

Speaking internationally on marketing, service & business excellence

HUMAN MARKETING® ... Four powerful steps to creating a customer-focused organization!

(A) The bottom-line objective of this presentation:

Donald's powerful insights of **Human Marketing®** bring much needed clarity to the critical issues of loyalty, value and customer ownership. Drawing from his unique experience as a world-class manufacturer, award-winning retailer, and international business speaker, Donald delivers the "straight goods" on three of your most pressing marketing challenges...

1. How to create and deliver **compelling customer value** that will increase market share and profitability in the face of ever-stronger competition.
2. How to **communicate** that value in a way that clearly differentiates you and creates powerful connections with your target customers.
3. How to create **an internal business environment** that generates clarity of purpose, commitment, creativity and operational effectiveness.

(B) Exactly what is Human Marketing?

Human Marketing is our trademarked "brand" for a series of unique and compelling insights that bring clarity to the complex issues of marketing, service & business excellence! Donald has delivered these exclusive insights to over 300,000 business people in 40 industries throughout the world. Human Marketing transforms businesses by delivering four things...

1. First, a powerful new **understanding** of why people buy...and why they don't buy, in every part of their business and their personal lives.
2. Second, a simple but profound **process** for redefining and reinventing any business to add more real value to its customers' lives...and more dollars to its bottom line!
3. Third, a powerful insight into the hundreds of ways that every business **communicates** with its customers, and how to make those communications clear and compelling!
4. Fourth, a passionate **challenge** to achieve both success and significance by creating an extraordinary business as part of your extraordinary life!

(C) Why is our work called Human Marketing?

We're all human beings marketing to other human beings! How complicated should that process actually be if we could truly commit and focus every part of our business to the task of understanding and serving our customers...and achieving our business plan?

(D) Specifically, who will benefit from Human Marketing?

Human Marketing will deliver a powerful competitive advantage to manufacturers, retailers, hospitality, technology or service companies facing any of the following challenges...

- ❑ Too much competition.
- ❑ Shrinking margins.
- ❑ Industry consolidation.
- ❑ A need to reinvent their business.
- ❑ Resistance to change.
- ❑ Creating a guiding Vision.
- ❑ Better understanding customers.
- ❑ Achieving customer loyalty.
- ❑ Creating a Service Culture.
- ❑ Delivering compelling value.

(E) 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.

(F) 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!"

(G) 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