

THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



A BRIEF DESCRIPTION OF DONALD'S PRESENTATION ON...

HUMAN MARKETING®

...how to increase market share & profitability
in good times and bad!



Donald Cooper, MBA, HoF

Donald, your unique insights are truly applicable to all industries. As I looked around the room, every eye and mind was glued to your message!

Canadian Printing Industries Assoc.

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

Editor of Profit Magazine

Donald was outstanding. His presentation was relevant, realistic, actionable, inspiring and entertaining. Everything a speaker should be!

A recent Seminar attendee

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

**Randy Ketelsen, President of
America's #1 RV Dealership**

Donald, your two presentations were rated #1 and #2 out of the 40 seminars and workshops that we offered.

Sterling Event Management, USA

Whether you sell to consumers or to other businesses, your customers are more demanding, more confused, more time-compressed and more cynical than ever before. They want your best service and your best price...and they want it now. On top of that, you have way too many competitors, you all look pretty much alike...and some of you aren't going to make it!

So, to succeed we must stand out. We must create compelling value and experiences that make powerful connections with our target customers. Simply put, we must be extraordinary. **Mediocrity is no longer an option.**

Then, we must communicate our value in a way that 'grabs' our target customers, clearly differentiates us from our competitors and makes us 'famous'. And we have to do all of that on a tight budget, so that we grow our bottom line.

Creating loyal and profitable customers for life is not that complicated. In fact, you'll be amazed at how simple and do-able it actually is. We are all human beings selling something to other human beings. How darn complicated should this actually be?

Human Marketing®, is Donald's trademarked term for his unique insights into why people buy, why they don't buy...and what they *really* want when they do buy. Donald has created these insights based on his 30+ years of experience as a world-class manufacturer and an award-winning retailer.

Donald debunks tired myths about loyalty, price, advertising and value and then replaces them with powerful insights and management tools that will help you to create a compelling competitive advantage, more effective marketing and a better bottom line. **Human Marketing®** will re-energize and transform your business.

About Donald

Donald doesn't just talk about it; he has actually done it...and done it well! He has been **both a world-class manufacturer and an award-winning retailer**. From humble beginnings, Cooper Canada became the world's leading maker of hockey equipment and a Canadian brand icon, employing over 2500 people.

Then, as a retailer, Donald created an entirely new business model and fundamentally redefined the customer experience, for which he received seven Awards of Excellence for service, marketing and business innovation.

For his unique ability to inform, challenge and inspire even the most cynical business audience, he has been inducted into the **Canadian Speaking Hall of Fame** and been awarded the **Certified Speaking Professional (CSP)** designation. This is the highest international designation in professional speaking.

**To book Donald, contact Sharen Skene at sharen@donaldcooper.com
or by phone at 1-416-252-3704 in Toronto, Canada.**