

# THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

## What clients say...

*Simply put, Donald makes sense. He delivers 'good stuff' that you can take away and do something with.*

**Beacon Lighting, Australia**

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

**Editor of Profit Magazine**

*Donald's 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!*

**Pres. of America's #1 RV Dealership**

*Donald, your two Seminars were rated #1 and #2 out of over 40 programs that we offered.*

**Sterling Event Management, USA**

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

### **BE EXTRAORDINARY, OR BE ELIMINATED...**

**the simple truth about how to amaze your customers, beat your competition and grow your bottom line!**

Managing any business today is tough...and getting tougher. We're all faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. **Mediocrity is no longer an option!**

First, we must create and deliver compelling value and extraordinary customer experiences. What unique products, services or customer experiences would it take to set your business apart and make it **not** all about price? What has never been done before that would be so powerful, so compelling, that your target customers simply could not resist you?

Or, conversely, what would you have to do to proactively make it all about price...and then to win that battle, profitably? Realistically, those are the two choices that every business faces.

Then, whichever value proposition we commit to, we must communicate our value story in everything we do. We must promote, market and sell like never before.

We need to hire extraordinary talent, not just "bodies". Then, train, inspire and empower every person on our team to WOW our customers, achieve world-class operating efficiency and grow the bottom line. We must measure performance, reward and celebrate success...and deal quickly with non-performance. So, we must manage smarter.

Finally, we need to be clear about how our business much change and grow to be even more extraordinary in 3 to 5 years. We need a Vision for the future that will guide and challenge us to be more focused, more innovative and more proactive than ever before.

In this bottom-line, challenging and inspiring presentation Donald delivers the 'straight goods' on how to be extraordinary in every part of your business.

## About Donald Cooper, MBA, CSP, HoF:

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 a world-leading maker of sports equipment and a Canadian brand icon, employing over 2800 people.

Then, as a visionary fashion retailer, Donald fundamentally redefined the customer experience. For this he received 7 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](mailto:sharen@donaldcooper.com) or by phone at 1-416-252-3704 in Toronto, Canada.**