

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 INTERACTIVE WORKSHOP ON...

OWNING CUSTOMERS FOR LIFE!

How to 'WOW' your customers, frustrate your competitors and grow your bottom line!

Whatever product or service you sell, your market is over-served and under-differentiated. There are too many other people selling what you're selling ...and that's your biggest problem. Your customers are more demanding, less forgiving and more cynical than ever before. They want your best service and your best price...and they want it now!

So, to succeed, you must stand out. You need to deliver compelling value and experiences that make you 'the wise choice' for your target customers. Simply put, you must be extraordinary. **Mediocrity is no longer an option.**

Then you need to communicate your value story in a way that 'grabs' your target customers, clearly differentiates you from your competitors, builds relationships, makes you 'famous' and grows your bottom line. There's no point being the best if you're also the best kept secret.

Creating loyal and profitable 'customers for life' is actually not that complicated. In fact, you'll be amazed how simple and do-able it actually is. In this bottom-line interactive "Super Session" Donald delivers his clear and compelling insights into why people buy, why they don't buy...and what they *really* want when they do buy.

Donald debunks tired and destructive myths about loyalty, price, service, value and advertising...and then replaces them with powerful insights and management tools that will help you create a compelling competitive advantage, more effective marketing and a better bottom line.

Donald's profound understanding of human behavior and business realities, delivered with humor and a strong dose of reality, will inform, challenge, inspire and energize you to be better...and to do better. He has helped 1,000s of businesses redefine themselves with his simple 3-step process that creates limitless possibilities to add value and 'own' customers for life.

Client ownership begins with 'clarity':

Customer 'ownership' and effective business management start with clarity about these five things:

1. Who our target customers are and what life is *really* like for them.
2. The compelling and extraordinary experiences that we will commit to always deliver.
3. How we'll communicate the value we deliver and the values we live by.
4. The extraordinary bottom line that we commit to generate.
5. The specific action we must take, by when, to be the 'wise choice' for our target customers. We must be committed to effective implementation.

This outstanding '**Owning Customers For Life**' interactive program can be delivered as a 2-hour Workshop, or half-day Super Session.

About Donald Cooper, MBA, CSP, HoF:

Donald has been both a world-class manufacturer and an award-winning retailer. He started his business career at the age of 6, sweeping the floor in the family business for 5 cents a day. Long days and low pay...excellent early training for an entrepreneur.

Donald earned an MBA from the University of Western Ontario, followed by 18 years at **Cooper Canada**, the family business. From humble beginnings, Cooper Canada became the world's leading maker of hockey equipment and a Canadian Brand icon.

As a growing family business, Cooper Canada bought competitors, went public, imported, exported to 20 countries, opened an offshore factory in Barbados, and grew to over 2,800 employees.

At age 43, Donald reinvented himself as a **visionary fashion retailer**. He fundamentally redefined the customer experience, for which he was voted Canada's Outstanding Innovative Retailer. Donald has been 'in the trenches'.

Now Donald works with business owners and managers in over 40 different industries throughout the world to create clarity of purpose, compelling customer value, proactive marketing, management effectiveness and long-term profitability. He is respected by clients as a thought-leader, a passionate visionary and a clarifier of complex challenges.

For his transformational business insights and compelling presentation style, Donald has been inducted into the **Canadian Speaking Hall of Fame** and awarded the **CSP** (Certified Speaking Professional) designation...the highest *earned* designation in the world of speaking. For more info about Donald, go to donaldcooper.com.

What clients say about Donald's Keynote and Workshop sessions:

- The best, bottom-line business session that has been offered by our Association in 20 years.
- I can honestly say that your Boot Camp was the most eye-opening, forward-thinking and helpful business event that I've attended. I really appreciate your honest, real and straight-forward approach to management, marketing and profitability.
- Every business owner needs to spend a few hours with Donald Cooper. It changes everything.
- Awesome insights; edgy, engaging humour; passion and humanity...the whole package.
- As a small business owner, I attended Donald's Boot Camp and by applying what I learned, I've grown my business by over 50%. I have achieved the Readers Choice Award for the favourite local business in my category and I'm now living the life I once only dreamed of.
- This has been an important day for the future of our business.

For more information and to check availability contact Sharen Skene, our Director of Marketing, in Toronto, Canada at 416-252-3704, or by email at sharen@donaldcooper.com.