

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #B-10: ©

Are we the 'wise choice' for our target customers...and have we effectively communicated that?

While most businesses complain that there's no such thing as customer loyalty anymore, the truth is that we're all desperately searching for businesses to be loyal to in every part of our business and our personal lives. It's disruptive to change suppliers of anything from hair cuts to heavy equipment and we'd rather find one good one...and stick with them.

A clear exception to this may be restaurants or travel destinations, where we'll likely have a number of favorites, depending on the experience we want, or the type of occasion being celebrated.

The simple truth about 'customer loyalty' is this...***"People are loyal to what's best for them...or what they assume is best for them."*** That's it. So, if we are not experiencing the degree of loyalty that we'd like in either our business or our personal lives, it's for one of 2 reasons.

- a) We **aren't** the best for our target customers. We aren't the 'wise choice', and we need to fix that.
- b) We **are** the wise choice for our target customers, but so far we've done a lousy job of communicating our compelling value story to those specific people. There's no point being the best if we're also the best kept secret.

1. **So, realistically, are we the 'wise choice' for our target customers?** Do we understand them? Do we know what's most important to them...and do we always deliver that? For help in better understanding our target customers, see Free Business Tool #16.

- ☐ "Yes" we are the clear 'wise choice' for our target customers.
- ☐ "Yes" we have effectively communicated that.
- ☐ "No" we have not effectively communicated that.
- ☐ "No" we are **not** yet the clear 'wise choice' for our target customers.

2. **What are the specific things that we must create, fix, do, or stop doing to become the 'wise choice' for our target customers? Then, how will we effectively communicate that in a crowded and cynical market?**

**Note:** For each thing we commit to create, fix, do or stop doing, who will do what, by when, measured how?

- a) \_\_\_\_\_
- b) \_\_\_\_\_
- c) \_\_\_\_\_
- d) \_\_\_\_\_
- e) \_\_\_\_\_

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