

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #B-14:©

What do our customers want 'more of' from us  
...and what do they want 'less of'?

We'd all like our customers to do more business with us. But what are we prepared to do 'more of' for them, to earn that additional business?

Here's an insightful exercise that has been helpful to many of our clients in identifying specific things to do more of, or to do better, and in determining what specific action to take to make those things happen.

Sit down with a few of the best minds and hearts in your business. Challenge them to think and feel like a customer and come up with a list of things that your target customers want 'more of' from you.

**To get your creative juices flowing, here are a few examples of what your target customers might want 'more of':**

- more service at the time of purchase, or after.  
**Note:** 'Service' is a vague term. Be very specific about the kind of 'service' we're talking about.
- more clarity about who we are and how we can be helpful,
- more selection,
- more and faster communication,
- more transparency,
- more detailed or clearer invoices,
- more special events,
- more ideas and 'how to' tips,
- more reminders,
- more locations,
- more hours of service,
- more parking,
- more delivery options,
- more knowledgeable staff,
- more urgency,
- more honesty,
- more joy,

When your group starts thinking about this, you'll be amazed at what they come up with. Then, evaluate each idea and implement the best. For each idea you agree to implement, determine what action will be taken, by whom, by when, measured how, to make it happen. Remember, businesses do not die from a single shot to the head. They die slowly but surely from a thousand uncompleted tasks.

By giving your customers more of what they want, you'll get more of what you want...increased sales and profitability. And delighted customers will become your most effective advertising.

On pages 2 and 3 there is a template to get you started in your discussion. If you need more spaces to record your ideas and commitments, create more pages.

**Important Note:** When you're finished determining what your target customers might want 'more' of and how you'll deliver that, spend some time determining what they'd like 'less' of from you and figure out how you're going to make that happen.

1. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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2. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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3. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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4. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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5. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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6. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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7. Our target customers would like more \_\_\_\_\_.

Who will do what, by when, measured how to make this happen?

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**Donald Cooper, MBA, CSP, HoF**, has been both a world-class manufacturer and an award-winning fashion retailer. Now, as a Toronto-based international management speaker and coach, he helps business owners and managers to rethink, refocus and re-energize their business to sell more, manage smarter, grow their bottom line...and have a life.

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