

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #B-13: ©

### Getting specific about our customer commitment:

**Note:** Most businesses make the mistake of defining themselves by what they sell and by how and where they've always done business. It's all about them, and all about 'yesterday'.

In this important exercise, we'll define our business by how we **help** our target customers...and how we'll deliver that help, *better* than our competitors, in a way that will make us the 'wise choice'.

*We'll complete a separate copy of this Template for each of our different target customer groups.*

### Defining our customer commitment:

#### A) We're in the business of helping whom, (including where)

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#### B) To do what...to know what...and to feel how?

1. To know about us and all the value we offer.
2. To have confidence in us...and in themselves.
3. To have a convenient, positive, stress-free experience with us at every 'touch-point'.
4. To wisely choose and effectively use what we sell. (get the best value from their purchase)
5. To feel safe, understood, smart, important, appreciated and respected.
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**C) ...and we will achieve this by doing what specific things for them, *better* than our competitors?**

Note: Think about all the things that really matter to each of our target customer groups, and how we could do some of those things *better* than our competitors.

Look at global 'best practices' and then think about what has never been done before that would make us the 'wise choice' and clear market leader for our target customers.

To jump-start our creativity, we'll use these 'trigger' words: *bigger, smaller, faster, easier, high-performance, high-style, color, dependability, simplicity, more environmentally friendly, low price, high price, big selection, limited selection, availability, convenience, comfort, coaching/training, ongoing support & maintenance, payment terms, simple acts of kindness, peace-of-mind and a great guarantee.*

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**D) Our commitment to action:**

**Note:** It's great to have 'ideas'...but now we need decisions and effective implementation.

From all the possibilities that we've developed on Page 2, to make us the 'wise choice' and clear market leader for our target customers, for each specific thing that we commit to do, who will do what, by when, measured how, to make it happen?

In the spaces below we'll list the specific things that we commit to do, who will be responsible for the project, by when it will be completed...and how we'll measure if it's a success.

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**Note:** Copy this blank page if you have more than 11 specific items to implement and track.