

# THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



## Management tool #A-7: ©

9 'stream of conciseness' statements to better understand our business, our market...and our customers' perceptions:

Note: Below are 9 statements to contemplate and complete. Don't over-think your answers. Just write down whatever comes to mind. This can be done as an individual exercise, or as a group session. Either way, it shouldn't take more that 20 minutes to complete.

The insights that you gain will be most helpful in better understanding:

- your business,
- your market,
- your target customers' perceptions of your business, why they do business with you...and why they don't,
- the strength and clarity of your value proposition,
- the effectiveness of your past marketing activities...and,
- the clarity of your profit focus (Statement #9).

1. In our business, we just can't get \_\_\_\_\_ anymore. (Note: there will likely be a number of responses to this statement. Fill in the additional responses in the spaces below.)

- \_\_\_\_\_,
- \_\_\_\_\_,
- \_\_\_\_\_,
- \_\_\_\_\_,
- \_\_\_\_\_.

2. I wish our customers would stop \_\_\_\_\_. (Note: there will likely be a number of responses to this statement. Fill in the additional responses in the spaces below.)

- \_\_\_\_\_,
- \_\_\_\_\_,
- \_\_\_\_\_,
- \_\_\_\_\_,
- \_\_\_\_\_.

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4. **People do business with us because we're \_\_\_\_\_.** (**Note:** there will likely be a number of responses to this statement. Fill in the additional responses in the spaces below.)

- \_\_\_\_\_,  
- \_\_\_\_\_,  
- \_\_\_\_\_,

**Note:** Were your answers above clear, specific & compelling, or vague, general & meaningless?

5. **The approximate number of competitors in our market who are pretty similar to us is \_\_\_\_.**

6. **About \_\_\_\_% of our customers and prospects aren't aware of all the value we offer.**

7. **About \_\_\_\_% of our target customers don't even know we exist.**

8. **People who *don't* do business with us think that we're too \_\_\_\_\_.**  
(**Note:** there will likely be a number of responses to this statement. Fill in the additional responses in the spaces below.)

- \_\_\_\_\_,  
- \_\_\_\_\_,  
- \_\_\_\_\_,

9. **The 3 most important things to do to grow our bottom line this (or next) year are:**

a) \_\_\_\_\_.  
b) \_\_\_\_\_.  
c) \_\_\_\_\_.

**Note:** What do your responses to these 8 statements tell you about your business, your customers, your market, the effectiveness of your marketing and your focus on profitability?

For each insight that you develop, each challenge or problem that you identify, and every decision you make, determine specifically what will be done, by whom, by when, measured how, to fully implement a course of action, or to take the next step. Then, determine who will follow up to ensure that commitments are being met.

**Donald Cooper speaks and coaches internationally on management, marketing, and business innovation. He can be reached by email at [donald@donaldcooper.com](mailto:donald@donaldcooper.com) in Toronto, Canada.**