



Donald Cooper, MBA, HoF

Donald is respected by clients in over 40 industries throughout the world as a “thought leader” and passionate visionary in the key areas of management, marketing, and service excellence.

Drawing from his experience as a world-class manufacturer, award-winning retailer, business speaker and coach, he has helped thousands of businesses to sell more, manage smarter and grow their bottom line.

To access 100s of Donald's free articles on leadership, marketing and management, visit our website www.donaldcooper.com and click on the “Free Articles” button.

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Donald Cooper, MBA...

The incredible power of defining your business by how you help...not by what you sell!

Most businesses make the mistake of defining themselves by what they sell or by how they do business today. They're internally focused and it's all about them. Central to my transformational work with companies is to have them simply redefine themselves by how they HELP their target customers. Then, to determine all the help that those customers might need and, finally, to deliver some of that help...better than their competitors. These three simple steps usually create more customer-owning ideas than they know what to do with!

Walgreens Pharmacies in the USA get it. They recently introduced a service that will help customers choose the best medical drug plan for them. You simply bring in your list of meds to any Walgreens location; they'll run your list through their computer and immediately tell you which drug plan is best for you. It's a big help for folks and it positions Walgreens as the "caring coach". Very clever!

The folks at **Coldwell Banker Real Estate** understand that we're all confused about how to choose the best real estate agent for us. So, on their website, they provide four questions to ask any prospective agent, along with the answers that you should get...and why those answers are important. By giving us the “inside scoop” on how to find the best agent, they position themselves at the head of the pack. They become the trusted expert.

Progressive Direct Auto Insurance is absolutely committed to helping folks pick the lowest cost insurer for them. So, when Progressive gives a quote, they also include quotes for the same type of insurance from two or three of their competitors. A gutsy move? Sure it is. But it has made them the third largest auto insurer in America. What are you absolutely committed to...and how gutsy are you prepared to be?

When customers are looking for carpet, **Home Depot** offers a pamphlet called “Taking the mystery out of buying carpet...a helpful guide to an intelligent purchase.” They're helping confused customers to make an intelligent purchase. This is brilliant marketing.

In a recent conversation with the Managing Director of a large accounting and auditing firm we got talking about what kind of help their clients need and how that could be proactively delivered in a way that would add compelling, relationship building value.



We determined that, for most of their clients, there was a real need for managers and supervisors at all levels to better understand the numbers side of their department and of the whole business. If you don't understand the numbers, you don't understand the business and things can get badly out of whack in a hurry.

So, I suggested that their firm offer regular Seminars for their clients' managers and supervisors on...

1. How to create monthly and annual performance and expense commitments for their areas of responsibility.
2. How those commitments fit together to create a total business plan and profit commitment.
3. How to use daily, weekly and monthly financial reports to proactively manage their area.
4. How the rest of the business is affected if they don't deliver on their commitments.

This kind of help, well delivered, could make a huge difference in their clients' financial performance while building long-term relationships that could not easily be severed.

So, what kind of help do your target customers need to wisely choose and more effectively use what you sell? What kind of help do they need in any way related to doing business with you? And how will you redefine and reinvent your business to deliver some of that help...better than your competitors?

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