

THE DONALD COOPER CORPORATION

Speaking internationally on management, marketing and business innovation



Donald Cooper, MBA, HoF

What clients say...

Donald, your two Seminars were rated #1 and #2 out of over 40 programs that we offered.

Sterling Event Management, USA

Simply put, Donald makes sense. He delivers 'good stuff' that you can take away and do something with.

Beacon Lighting, Australia

A compelling bottom-line business message...brilliantly delivered!

Editor of Profit Magazine

Every business owner needs to spend a few hours with Donald Cooper...it changes everything!

Pres. of America's #1 RV Dealership

Donald's presentation is relevant, realistic, actionable, inspiring and entertaining. Everything a speaker should be!

A recent Seminar attendee

Donald has helped 1000s of business clients around the world to...

SELL MORE, MANAGE SMARTER, GROW THEIR BOTTOM LINE... AND HAVE A LIFE!

Managing any business today is tough...and getting tougher. We're all faced with more demanding customers, more and stronger competition, increased complexity and shrinking margins. **Mediocrity is no longer an option.** On top of that, great staff are hard to find and keep...and that problem won't go away any time soon.

Through Keynotes, interactive Workshops and one-day Management 'Boot Camps', Donald has helped thousands of business owners and managers to create a compelling competitive advantage, clarity of purpose and long-term profitability.

Donald speaks, writes & coaches in the key areas of marketing, management and business excellence.

1. As an award-winning marketer, he will help you to...

- Create and deliver extraordinary value and experiences that will 'grab' your target customers, clearly differentiate you from your competitors, make you 'famous'...and grow your bottom line.
- Effectively market, sell and promote that value, and build a powerful Brand in a crowded, confused and cynical marketplace.

2. As a thought-leader in management and business leadership, Donald has transformed 1000s of businesses around the world. He will help you to...

- More effectively manage your business, your team and your bottom line.
- Visualize and create an extraordinary and more profitable future.
- Attract, develop and inspire a top-performing team....and to,
- Implement more effectively, deal with non-performance...and have a life!

About Donald Cooper, MBA, CSP, HoF:

Donald doesn't just talk about it; he has actually done it...and done it well! He has been both a **world-class manufacturer** and an **award-winning retailer**. From humble beginnings, Cooper Canada became one of the world's leading makers of sports equipment and a Canadian brand icon, employing over 2500 people.

Then, as an extraordinary retailer, Donald fundamentally reinvented the customer experience, for which he received seven Awards of Excellence for marketing, service and business innovation.

For his unique ability to inform, challenge and inspire even the most cynical business audience, he has been inducted into the **Canadian Speaking Hall of Fame** and been awarded the **Certified Speaking Professional (CSP)** designation....the highest international designation in professional speaking.

Donald Cooper is represented by K&M Productions (Toronto). To book Donald Cooper contact us: 905.831.0404 - <http://www.kmprod.com/speakers/donald-cooper>

TOPICS & TITLES

1) Donald's Marketing Titles:

1. **Human Marketing®**...the 'straight goods' on how to create, deliver and communicate compelling customer value.
2. **Owning Customers for Life**...4 powerful steps to increase loyalty, sales & profitability!
3. **Be Extraordinary...or Be Eliminated:** The simple truth about how to amaze your customers, increase your sales and grow your bottom line.
4. **Creating a Winning Brand**...winning the battle for customer ownership and business profitability!
5. **From ordinary to extraordinary**...10 gutsy things you can do, right now, to 'grab' your customers and grow your bottom line! **Note:** This program is specifically for retailers.

2) Donald's Management and Leadership Titles:

1. **How to sell more, manage smarter, grow your bottom line...and have a life!** (our most asked-for title)
2. **Myths, Lies & Management**...7 simple truths that will transform your business and grow your bottom line!
3. **The 90-Minute MBA**...10 things you absolutely need to know to 'own' your customers, manage your business and grow your bottom line!
4. **Thoughts on Leadership**...how to lead your business, manage your team and grow your bottom line!
5. **Vision Critical**...how to define your future, grow your business and improve your bottom line!
6. **From 'Great to Gone'**...important business lessons from Cooper Canada and other business adventures!
7. **The 8 essential steps to attracting, leading & keeping a top performing team!**

3) Seven ways to get more value out of Donald at your event:

Clients often use Donald in multiple roles to take advantage of his extensive experience, his commitment to be helpful...and to save money.

Having Donald do 2 sessions and, perhaps, add some of the other value listed below, can **save you about 40%** on speaker fees and expenses...and create a more exciting event. Here are the 7 value-added possibilities that make Donald so cost-effective...

1. **Multiple sessions** on the same day or over a two-day period. Multiple sessions can be two Keynotes, a Keynote plus Breakout Session or Keynote plus Implementation Workshop.
2. A one-day intensive management **Boot Camp for business owners and their management team**. Some clients offer this as a pre-Conference, revenue-generating event.
3. Donald can do a series of 1-on-1 business **coaching sessions** with attendees (30 minutes each).
4. Use him as a **panel member, panel moderator** or discussion **facilitator**.
5. Have Donald **judge** a "best business card" or "best trade show booth" competition.
6. Have him attend a **special breakfast or lunch** to honour your event sponsors. Donald can deliver a short presentation on how to become a more proactive and valued-added "business partner".
7. Donald can help **coach your 'non-professional' presenters** during the on-site rehearsal.