

# A VALUE PROPOSITION

BENEFITS • CLIENT VALUE



**FH COOPER®**

*Bold, Dynamic Marketing since 1980*



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## INTRODUCTION

In this Value Proposition, we have endeavored to list the benefits of doing business with us and the value connected to those benefits. We show why we are different from other marketing organizations and how we can provide support for your sales and marketing programs

*Working with us will provide you with a strategic marketing advantage*

## VALUE of choosing F H Cooper:

- **Forty years' experience working with Fortune 500 and mid-sized companies in the Business and Technology Communities not-for-profit organizations and government agencies**

Our customer relationships average 8-15 years

- **Focus solely on business and technology companies (B2B)**

We provide clarity and transparency for the strategies that we recommend and offer solutions that will drive real value

- **Understand the impact of marketing fundamentals on profitability**

This is supported in *The Bottom Line Handbook* written by Franklin Cooper CEO (ISBN 978-1-4787-8015-1)

- **Principals and staff have business and technical degrees**

Most have held executive positions with major U.S. companies

- **F H Cooper was featured in *CEO/CFO Magazine* in 2019**

In-depth interview conducted by a Senior Editor exploring company challenges and client relationships

## **BENEFITS to your organization:**

- **Fast tracks your time to market**  
Creation and pursuit of a marketing program is faster and supported by smarter choices: creativity is a strong point
- **A vital link in your pursuit of profitable and sustainable new business growth**  
Ability to support your sales and marketing efforts with sound insightful advice
- **Manage change to your advantage**  
Managing change requires an alertness an awareness and an understanding of the total business environment
- **Familiar with your underlying marketing challenges and offer action-oriented solutions to support sales and marketing efforts**  
We provide a point of contact and offer solutions within a reasonable response time
- **You only pay for what you get**  
No retainer no hourly fees All work is quoted on a project basis
- **Recognized by leading business and technology publications for our business technology and marketing knowledge and expertise**  
Have authored articles on marketing leadership planning and technology: writing is a strong point
- **B2B Marketing / Technology Marketing / Digital Marketing**  
We are an integrated marketing organization
- **Maintain ongoing communications with you on a regular basis**  
This lasts throughout our relationship



*“Since 1980, F H COOPER has bonded with many types of clients to better understand how they view their present business, and how they evaluate new business. We are keenly aware that helping you translate marketing and sales opportunities into successful competitive advantage creates value for both your company and shareholders.*

*We are committed to helping you pursue and achieve sustainable and profitable business growth.”*

*Together we can make a difference*™

Franklin Cooper  
Chief Executive Officer



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