SMALL BUSINESS TIPS FOR SURVIVING COVID-19
Today's Discussion

TOPIC OUTLINE

- Take a good look at your Budget and Operations
- Begin to Educate Your Customers and Community
- Prepare Your Crisis Communication Policies
- Seriously Think About your Refund Policy
- Find Creative Ways to Keep the Cash Coming In
- Service Businesses
Take a Good Look at Your Budget and Operations

START HERE
Look at expenses in your budget. Identify the levers that you can pull in different scenarios.

Look at your revenues. What do you need to protect the most? How Can you make sure you are locking it in and re-locking it regularly?
THINK ABOUT WHAT WOULD HAPPEN OPERATIONALLY IN YOUR BUSINESS IF YOU GOT THIS VIRUS. PLAN AHEAD FOR HOW YOUR BUSINESS WILL GO ON IF YOU GET SICK.
MESSAGES

Add little messages into your communications to prep them to be supportive to you. To not forget about you.

By doing a Facebook post or email that starts simply with, "As we watch how other small businesses around the country are being impacted by COVID-19 and loss of support to their businesses, we can’t help but feel so thankful for all of you. It is in times like these that we realize the value of community, and we are grateful for the love you show our business day in and day out." Followed by a message you were going to discuss.
Prepare Your Crisis Communications Policies

First, figure out who from your team needs to be part of the conversation to make decisions. Then decide who the official communications need to come from.

Official communications come in different forms:

HOLDING STATEMENTS
To tell your audience that you are aware of the situation, you are aware of their concerns, and you are taking actions to find solutions – but don't have all the answers yet.

CRISIS MESSAGING - EXTERNAL
Based on the information you have, your team will internally need to evaluate and make decisions about the proper course of action to take. Then you need to communicate it.

CRISIS MESSAGING - INTERNAL
Before you release a message to the general public, make sure your team is the first to know what to expect.

VOLUME MITIGATION
Advanced customer service to manage volume and manage expectations about response time.
Seriously Think about Your Refund Policy

FIRST
Look at your budget and understand the numbers. Decide what you can do to balance customer service with your desire for your business to exist.

Some examples may be:
Full refunds, giving credit for future purchases, vouchers, holding onto ticket fees for postponed events and so on.
Find Creative Ways to Keep the Cash Coming In

If customers can't show up, educate them on their options to support you.
Be indispensable to your clients. That requires extra customer service and outside the box thinking at this time.

It is important to share "how to" tips with clients so that they can stay in business and, in turn, keep us in business.

Service Businesses
CHECK IN WITH YOUR CLIENTS.
BE THERE FOR THEM.
Thank you!
STAY SAFE & HEALTHY