

BRAD SUGARS

CRISIS AVERTED

**11 STEPS YOUR BUSINESS NEEDS TO
PREPARE FOR THE CORONAVIRUS
ECONOMIC PANIC**

WEBINAR WEDNESDAY 10AM PST

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ActionCOACH

11 Steps you need to take NOW ...

Step 1 ... Communicate ...

“When it comes to crisis communications, if you always focus on building a relationship with your customers, fans and followers, you will always find yourself communicating in the right direction.” – Melissa Agnes

- Your Team
- Your Customers
- Your Networks
- Your Suppliers and Stakeholders
- Your Community

11 Steps you need to take NOW ...

Step 2 ... Be Positive ...

“The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger - but recognize the opportunity.” — **John F. Kennedy**

- Panic and Worry Never Helps
- Look for Small Wins Every Hour
- How can I sell toilet paper ...?
- Sometimes Less News is Better
- Lead Your People

11 Steps you need to take NOW ...

Step 3 ... Know the Cycles ...

“Spring passes and one remembers one's innocence. Summer passes and one remembers one's exuberance. Autumn passes and one remembers one's reverence. Winter passes and one remembers one's perseverance.” — **Yoko Ono**

- Summer
- Fall (Autumn)
- Winter
- Spring
- 7 – 10 Years

11 Steps you need to take NOW ...

Step 4 ... Change ...

“The only constant in life is change.” — **Heraclitus**

- Get Ahead
- Lead the Change
- $(D \times V) + F > R$
- Products, Services, Pricing, Delivery, Staffing
- Even the Whole Business
- Break it

11 Steps you need to take NOW ...

Step 5 ... Extend Credit ...

“A bank is a place that will lend you money if you can prove that you don't need it.” - Bob Hope

- Get it NOW while they are still lending
- Credit Lines and Credit Cards
- Yes Personal as Well
- Re-finance if you have to
- Find the Lowest Rates ASAP

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Step 6 ... Staffing Cuts/Changes ...

“One way to reduce the need for layoffs would be to cut back on hours, spreading the available work among more employees.” - Adam Cohen

- Take Vacations if possible
- All at 1 time or by attrition
- Sometimes you just have to
- Pay cuts are an option
- Suspend bonus programs

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Step 7 ... Plan Work from Home ...

“The option to work from home when needed, or to try a different lifestyle without having to change jobs, is a win for everyone.” - Scott Berkun

- Technology needed
- Meetings and Reporting
- Customer Service
- Banking and Mail
- Communication
- It may be weeks or months

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Step 8 ... Online or Deliveries ...

(CNN) - Beginning immediately, CVS Pharmacy will waive delivery fees for prescription drugs due to the coronavirus outbreak.

- You need to add Delivery
- Or Online/Phone Delivery
- Staffing Changes
- People won't come to you, you will go to them
- Packaging and Accounts
- Communication with Customers

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Step 9 ... Market and Sell ...

“For a business not to advertise is like winking at a girl in the dark. You know what you are doing but no one else does.” - Stuartt H. Britt

- Have to keep Marketing
- Increase not Decrease
- Negotiate Rates
- Create New Offers/Rates
- Measure Your 5 Ways
- Get Cash Up Front

11 Steps you need to take NOW ...

Step 10 ... Repeat Business ...

“Every contact we have with a customer influences whether or not they’ll come back. We have to be great every time or we’ll lose them.” – Kevin Stirtz

- Existing Customers are Best Customers
- Create Deals just for them
- Bulk Buys, Cash Up Front
- Keep at All Costs
- Communication is Vital
- 80/20 Rule

11 Steps you need to take NOW ...

Step 11 ... Common Sense & Compassion ...

“The key is to set realistic customer expectations, and then not to just meet them, but to exceed them — preferably in unexpected and helpful ways.” – Richard Branson

- Over Deliver on Customer Service
- CLEAN and Don't Touch
- Provide Sanitizer
- Put People First
- Be Nice and take a Chill Pill
- Don't buy too much toilet paper

To Finish Up ...

- Get with your **ActionCOACH** and make your 90 day plan ...
- List 5 Ideas You Need to Take **ACTION** on today ...
- Q & A Time ...
- Follow Up ...