



ADAPTING IN THE MIDST OF CHANGE

Important Takeaways



Communication

Communication is always essential. When so many things are in flux, your customers want to hear from people and businesses that matter to them. Reach out, it's a chance to check in with them and see how they're doing. Remember trust is built through relationships.

Community

Think ENGAGEMENT! Utilize your social media presence to ask questions, get suggestions, share information or even a laugh. As a small business owner, you have the ability to foster a relationship with your clients in a very personal, unique way. It is worth your time.



Delivery

Challenge yourself to think outside the "box." How might you maintain some type of revenue even though you might not be able to perform your service or deliver your product? Can you do something to help your customers as well as your business now? Can they "buy" something now and utilize it in the future? By drawing the customer back several times, the business owner has the opportunity to establish client loyalty.



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