



Small Business Development Center
Kutztown University of Pennsylvania

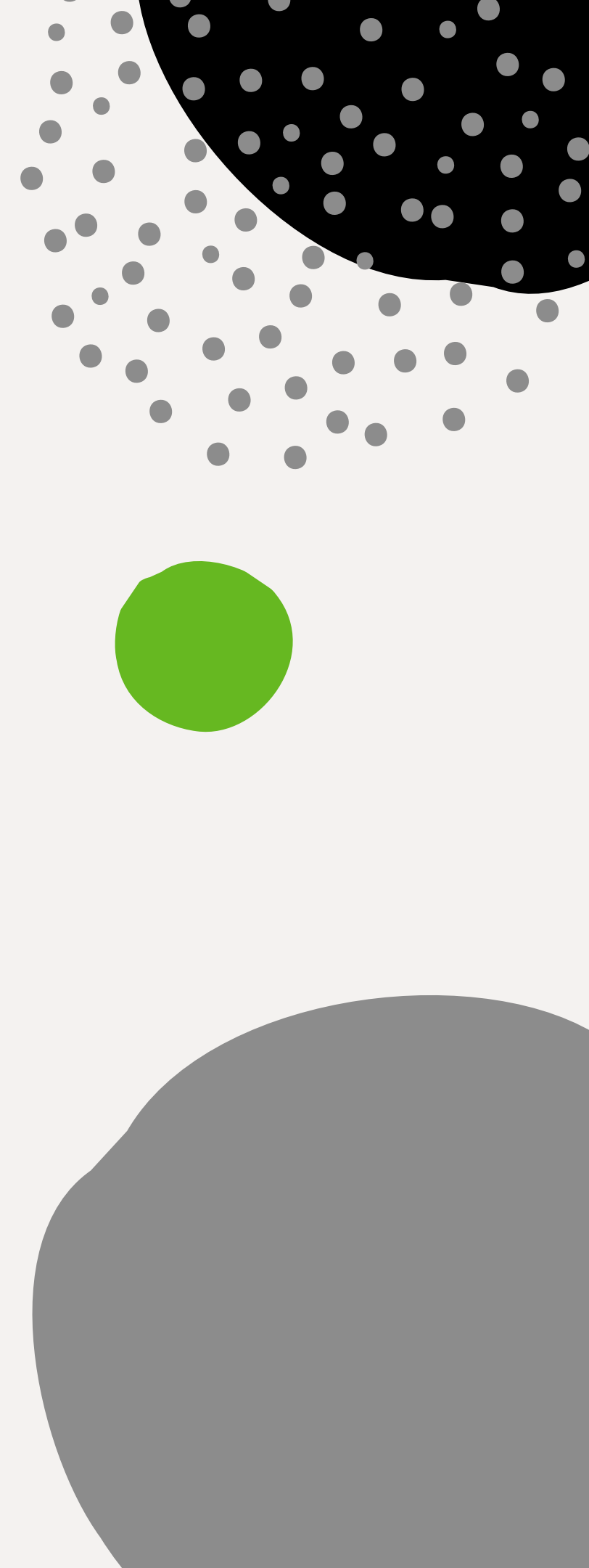
Helping businesses start, grow, and prosper.

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

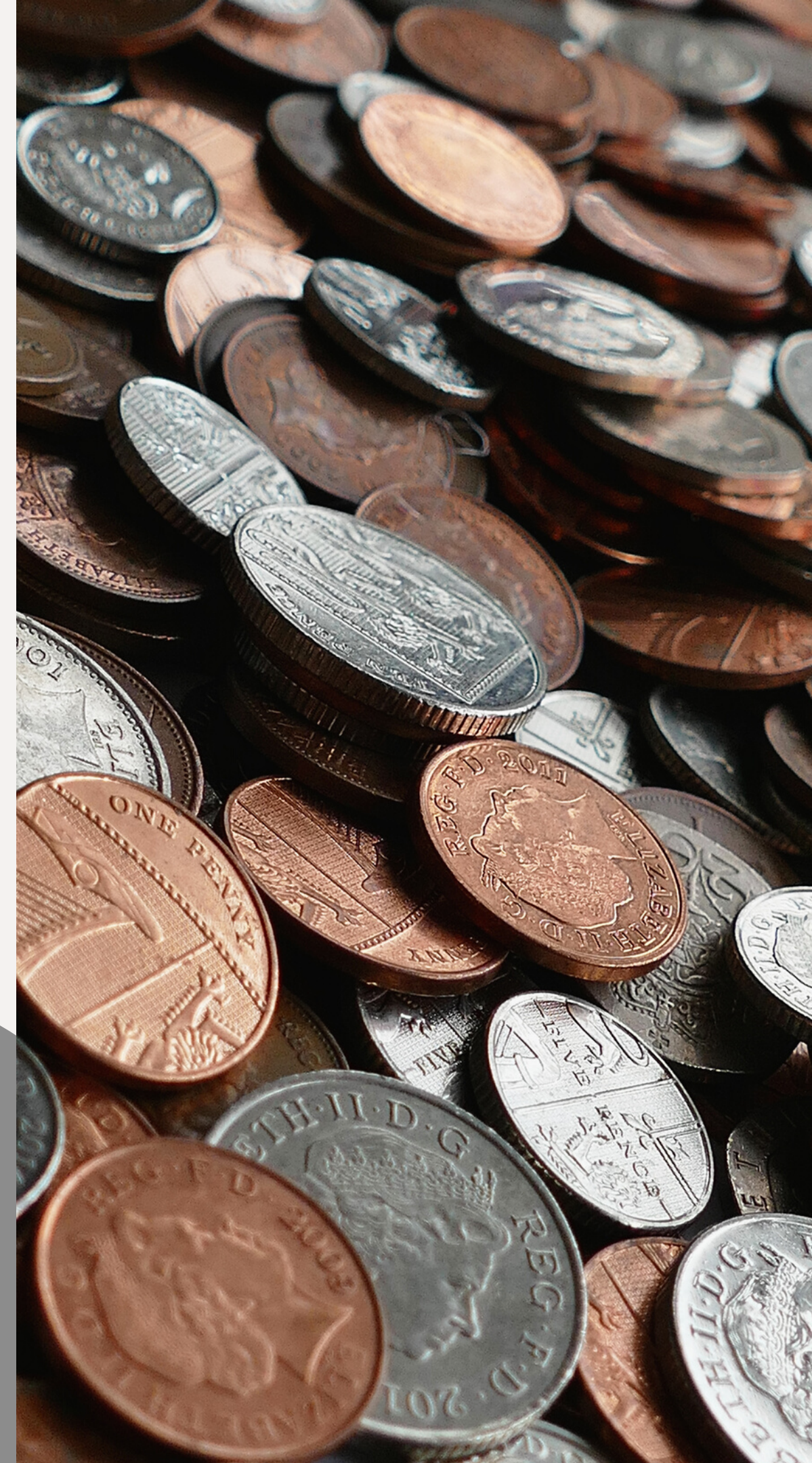


Take a Good Look at Your Budget and Operations

START HERE

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


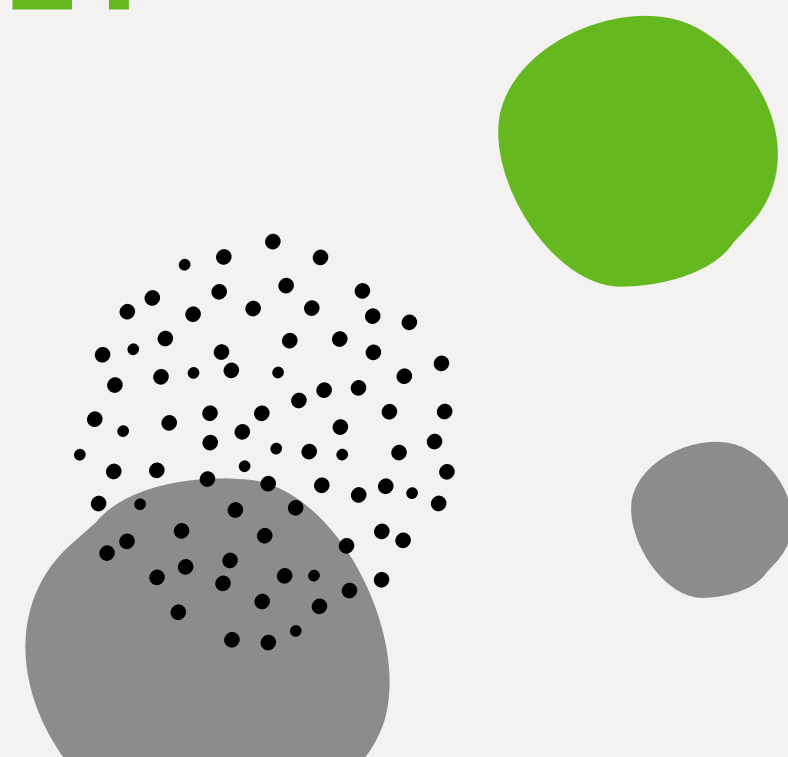
Look at your revenues. What do you need to protect the most? How Can you make sure you are locking it in and re-locking it regularly?





WORDS TO PONDER

**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.**



A close-up photograph of a hand holding a blue pen, poised to write on a notepad. The pen has 'PILOT' and 'JAN CASTELL' written on it. The background is a blurred wooden surface.

Educate Your Customers And Community

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.

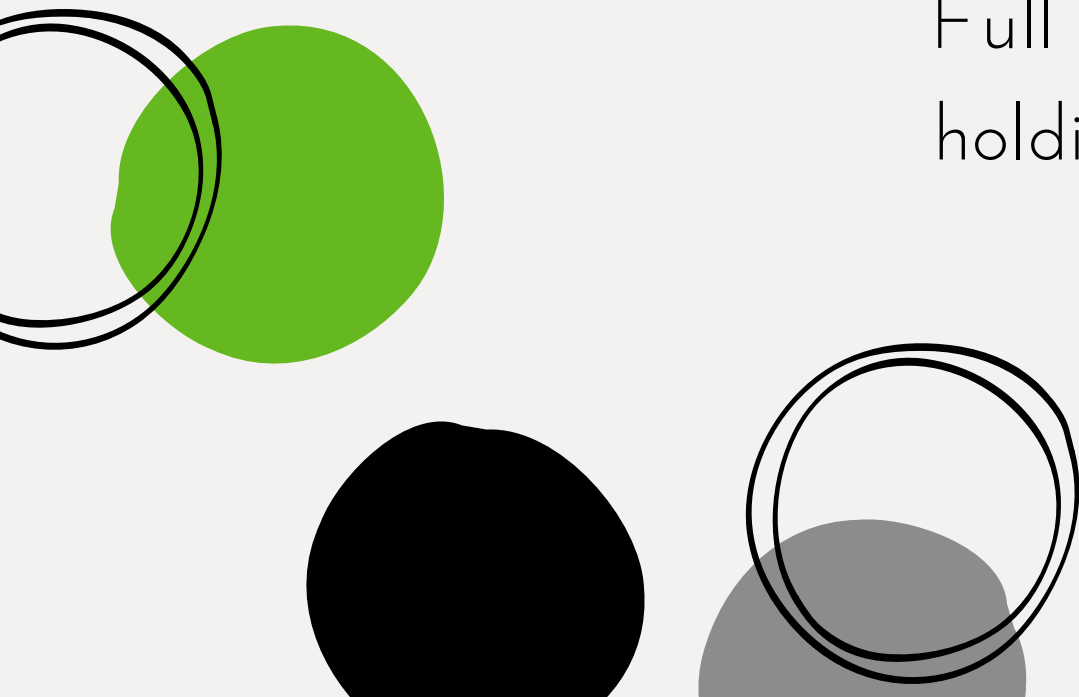
Seriously Think about Your Refund Policy

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.

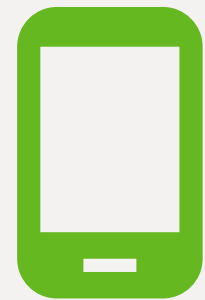
Some examples may be:

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.



Mobile Ordering



Gift Certificates



Live Streaming



Buying online

Service Businesses

CHECK IN WITH YOUR CLIENTS.
BE THERE FOR THEM.

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



Thank you!

STAY SAFE & HEALTHY



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