

re-emergence

the other side of COVID 19

A woman with short, light-colored hair, wearing a dark blazer and a necklace, is speaking at a wooden podium. She is gesturing with her right hand. The background is a plain, light-colored wall.

**Consultant
Author
Speaker**

Passionate
small business
advocate

200 Awards
Excellence in creativity/small business

SBA Small Business of the Year

**TENANT
MENTORSHIP**

REBUILD/OPPORTUNITY/RESET

Don't fix the faucet, fix the well.

REBUILD/OPPORTUNITY/RESET

Operations/
Store

Customers

Vendors

Training

Tech

Challenge

WHAT COULD HAPPEN

More/less competition

Recession

Fear/Pent up demand

More/less discounting

Homebound economy

What we do know

Those businesses with no mailing list,
social media followings or digital presence
were/will not able to sustain

PREPARE/OPPORTUNITY/CREATE

*Give me six hours to chop down a tree and I will
spend the first four sharpening the axe.*

Abraham Lincoln

PREPARE/OPPORTUNITY/CREATE

BUSINESS MODEL

- Membership
- BOPIS
- Curbside/Deliver
- Virtual Selling
- By appointment
- Staggered times with associated discounts

SUPPLY CHAIN/ INVENTORY

- Can current vendors meet demand?
- Is current inventory stale?
- Negotiate exclusives?
- New/small/USA suppliers?

90-DAY FINANCIALS

- Reopening projections based on various scenarios - no surprises!

PREPARE/OPPORTUNITY/CREATE

State/local mandates + common sense

PHYSICAL SPACE

- Reduce capacity - remove tables/chairs/racks
- Sanitization stations
- 6' floor markers
- Door handle sanitizers
- Plexi dividers
- Handwashing availability
- Remove extraneous items
- Hand activated paper towels
- Auto door openers

SANITIZATION

- Pre-opening deep clean
- Daily schedule
- Items handled often (pens)

COST

- Social distancing and line monitors
- Cleaning crews

RESTAURANTS

- Disposable menus or online only
- Handling money & food
- Masks and gloves
- Pre-wrapped condiments, silverware, disposable plates

PREPARE/OPPORTUNITY/CREATE

EMPLOYEE WELL-BEING

- Temperature checks /screening
- Well-being toolkit (thermometer, webinars, handbook, masks)
- Written policies
- Minimum guarantee server pay until start up

CUSTOMER WELL-BEING

- Masks provided
- Temperature checks

PREPARE/OPPORTUNITY/CREATE

CUSTOMER EXPERIENCE

EMPLOYEE TRAINING

Smiling through the mask

BUILDING TRUST

Transparency
Community

COMMUNICATION

Branding
Leadership
Relationships

PREPARE/OPPORTUNITY/CREATE

Stage the journey

PREPARE/OPPORTUNITY/CREATE

Prepare for the marathon

War room/Board of Advisors

- How is your category of business affected?
- How affected was your community?
- Vision - 12/18 months

Collaboration is key

- With neighbors. With center.
- Create your own ecosystem within your center
- “Support local” campaign
- Employee sharing

Rehire carefully and with intention

LESSONS/OPPORTUNITY/LEARNED

Cash reserves

Banking relationships

Need for deep/ongoing relationships with customers. Create fierce loyalty.

Write down everything you did to address the crisis and what you should have done sooner or differently. Use this as the basis of a crisis plan.

Forget the mistake. Remember the lesson.

100 NEW CUSTOMER CHALLENGE

FIGHT/OPPORTUNITY/CHANGE

Pre-coronavirus thinking won't prevail in a post-coronavirus world.

1. How much are you willing to do?
2. How hard are you willing to fight?
3. How much are you willing to adapt?

“Chaos will either break you or create you.”

Tony Robbins

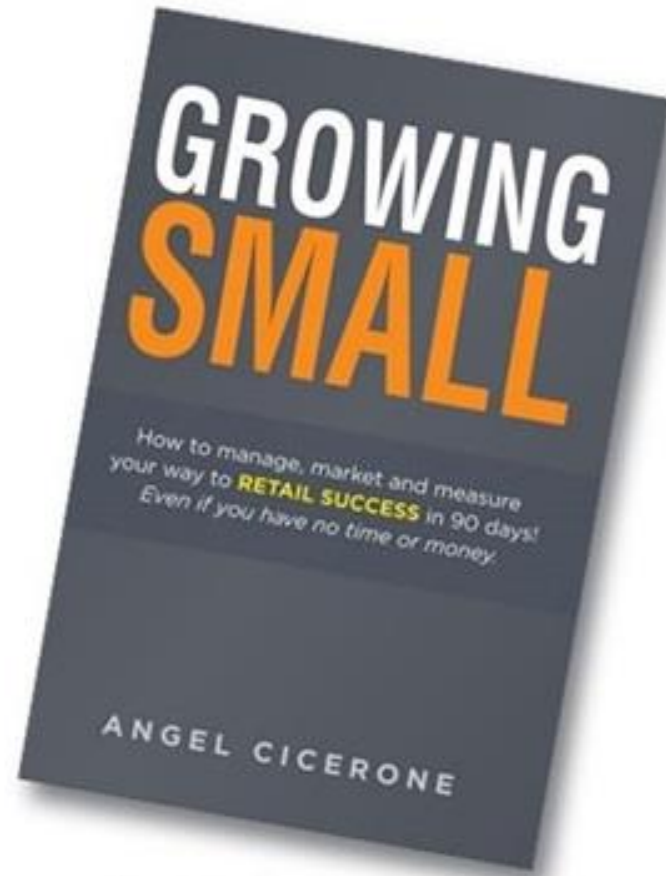
HOW CAN I BE OF VALUE?



HELPING RETAILERS THRIVE

re-emergence

Mastermind powered
by Tenant Mentorship



retail
masterclass



TAKEAWAYS/ CONCERNS/QUESTIONS

Free digital book or checklist

Email success@angelcicerone.com

What you want

What type of business you run