

3 SMART COVID-19 BUSINESS TIPS

1. COMPLETE WEBSITE/DIGITAL AUDIT & REFRESH

- a. ADJUSTED HOURS OF OPERATION
- b. GLOVES & MASKS, GLOVES & MASKS, GLOVES & MASKS...DID I SAY GLOVES & MASKS!!!
- c. FEATURE TEXT AND A VIDEO OF YOUR DEALERSHIP HIGHLIGHTING THAT THE HEALTH & SAFETY OF YOUR CUSTOMERS AND EMPLOYEES IS PRIMARY & A TOP PRIORITY
 - i. CDC-RECOMMENDED GUIDELINES BEING FOLLOWED TO CONSTANTLY SANITIZE & DISINFECT THE ENTIRE DEALERSHIP FACILITY & ALL VEHICLES
 1. STEERING WHEEL COVERS
 2. SEAT COVERS
 3. PAPER MATS
 4. INTERIOR WIPE DOWN WITH DISINFECTANT SOLUTIONS
 5. DOOR HANDLE WIPE DOWN, ETC
- d. STRESS SAFE 24/7 BROWSE & SHOP FROM HOME
- e. VIRTUAL TOUCHLESS PICK-UP & DELIVERY PROCESSES
- f. FIND & REMOVE TERMINATED EMPLOYEES (NOT FURLOUGHED/LAID-OFF)
- g. FIND & REMOVE BROKEN LINKS, IRRELEVANT PAGES, EXPIRED OFFERS, EXPIRED SERVICE & PARTS SPECIALS

2. DAILY 5-MIN MEETINGS EVERY DAY/TWICE PER DAY WITH ON-SITE EMPLOYEES TO REMIND

- a. GLOVES & MASKS, GLOVES & MASKS, GLOVES & MASKS...DID I SAY GLOVES & MASKS!!!
- b. REVIEW POLICY IF SOMEONE DOESN'T FEEL WELL OR BECOMES SYMPTOMATIC, THEY FEEL CONCERNED ABOUT SOMEONE THAT THEY SEE WITH SYMPTOMS (CUSTOMER OR FELLOW EMPLOYEE. BE SPECIFIC & EMPATHETIC TO EVERYONE.
- c. DEVELOP A SIMPLE, RELEVANT #HASHTAG OR PHRASE THAT KEEPS PEOPLE AWARE & POSITIVE (i.e. #SANITIZE4SANITY or #CLEANLINESSISCURRENCY)

3. DON'T FORGET EMPLOYEES THAT HAVE BEEN FURLOUGHED OR LAID-OFF!

- a. WEEKLY 20-30 MIN VOLUNTARY ZOOM MEETING PROVIDING UPDATES ON POTENTIAL "SOFT RE-OPEN" OR "PHASED RE-OPEN" TIMING
- b. MEASURES YOU ARE TAKING AND WILL TAKE TO INSURE A SAFE WORK ENVIRONMENT
- c. THANK THEM FOR THEIR PATIENCE & TELL THEM THAT THEY MATTER AND THEY ARE MISSED
- d. SHARE A POSITIVE STORY OR REASSURING VISION ABOUT THE FUTURE...WE ARE GOING TO TAKE SOME LUMPS EARLY, BUT WE ARE "SELLING" OUR COLLECTIVE FUTURE AND IT WILL BE AWESOME!

