

WHAT TO DO WHEN THE SHIT HITS THE FAN

MAKE SUREYOU ARE ACTING WITH SAFETY IN MIND

- Make a communication about your stance during this time
 - Your web site, facebook page, any <u>social</u> media
 - Hours of operation (could change)
 - Posture & preparation of your employee if someone is personally met
 - Market the precautions you are taking
 - There's a lot of uncertainty. Communicate with conviction all of the above

LOOK AT YOUR BUSINESS & BE HONEST WITH YOURSELF

- What needs addressed
 - Display areas
 - Demonstration platforms
 - Different categories
 - Are you accessorizing? Are you showing it? Does it have dust?
 - Overall store look
 - Employee look
 - Employee education
 - Sales Training-SALES
 - Plus use the tools that are about to be given to you. The WEBINAR

MARKETING

- What are you doing
- What aren't you doing
- What can you do
- What can you afford to do
- What can you afford not to do
- Social media is cost effective and on the internet
- Your web site is on the internet
- Social media campaigns are cost effective. Advertising and marketing are changing.

WHAT'S NEW

- New areas of business
- New business tactics
 - New pick up and delivery
 - Bought it online?- we install
- New opportunities
- New attitudes
- New shirts
- New store look
- New level of employee expertise
- But, new challenges......

THE REALITY

- We will come out of this, and when we do, you need to be better and ready!
- The internet will continue to grow, and even faster
- You must be ready to change gears and move faster and smarter
- The internet does not create emotion- you do. Use your strengths!
- · Have smart price points but don't merchandise or sell with your wallet.
- Show value but continue to sell from the top down.
- We are a resilient group. We will bounce back.

THE PLAN

- You must get your name out there once the store is "ready"
- Show faith in the economy. It's infectious.
- Perfect time to update and upgrade.
- People want to buy local!
- Give them a reason to!
 - Checklist of his car-water or coffee for waiters or coupon for McD's- pant wetting demonstrations, ETC. ETC.

RISA & ALLISON FROM WECONEKT GIVE US YOUR INPUT

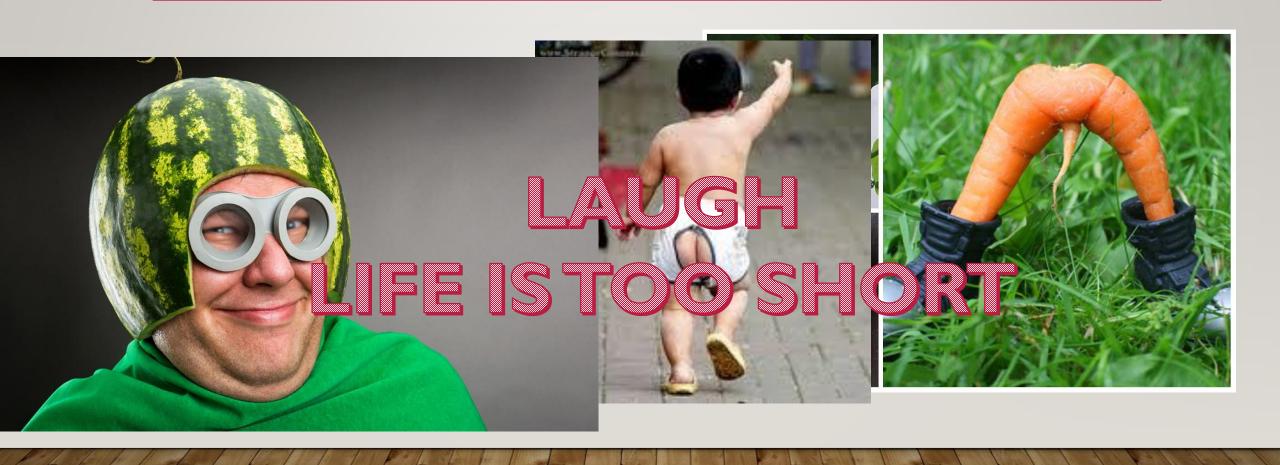


NOW I WANT TO HEAR FROM YOU

IF YOU HAVE A PERTANENT QUESTION

OR GOOD INPUT FOR FELLOW DEALERS

REMEMBER WHAT IS MOST IMPORTANT IN LIFE







I have a 24 pack of toilet paper from Walmart. Looking to swap for a 4 bedroom house.

Weconekt

Marketing

Risa & Allison

954-663-1313

5 Axis Displays

Jody Culbertson

604-696-2843

12 Volt News

Mike Van Horn

318-227-8058

IF YOU NEED THESE NUMBERS



[o]724-260-0179 or [c]724-344-4777