

WHAT TO DO WHEN THE SHIT HITS THE FAN



MAKE SURE YOU ARE ACTING WITH SAFETY IN MIND

- **Make a communication about your stance during this time**
 - Your web site, facebook page, any social 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- **S A L E S**
 - 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. 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



Anti-Corona virus spray.
Spray throat three times a day



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

Weconekt

Marketing

Risa & Allison

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IF YOU NEED THESE NUMBERS

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