

HOW TO **SUSTAIN SALES** DURING COVID-19 CHECKLIST

Here are seven things you can do right now to help sustain sales and maintain positive cash flow during COVID-19.



TAKE CARE OF YOUR BEST CUSTOMERS

Depending on your line of business, your best customers may need you now more than ever. So, pick up the phone and call them to see how they're doing and what you can do to help them. Our best customers are the reason we're in business and you better believe we're working harder than ever to make sure their businesses not only survive this crisis, but are well positioned to come out of it even stronger.



RAMP UP YOUR MARKETING WHILE COMPETITORS SIT ON THE SIDELINES

Henry Ford once said, "A man who stops advertising to save money is like a man who stops a clock to save time." With many of your competitors pulling back, this is the perfect opportunity to ramp up your sales and marketing activities, potentially at a lower cost. Advertising costs in general will decline, which means your marketing budget will go further than it did before. This presents a prime opportunity to gain market share from your competitors, and position your company to be even stronger and more dominant than it was before.



INCREASE YOUR INVESTMENT IN DIGITAL MARKETING

If you've historically relied on in-person networking, trade shows, or conferences to drive revenue, you need digital marketing now more than ever to replace that lost revenue. We'll likely see both the volume and duration of online usage achieve record breaking levels during the pandemic as people spend more time on Google, Facebook, Youtube, and other platforms as a result of being at home. This is the perfect opportunity to make sure your brand is front and center, and top of mind with potential customers. People will still need goods and services despite the pandemic.



SERVE AS AN AUTHORITATIVE RESOURCE

There is no better time than now to position yourself as the trusted authority in your market. You can accomplish this by creating content (blogs, videos, podcasts) that answers your customers' questions and addresses their needs. Publish this content on your website, and share it on social media. If you're an attorney, share updates on the legislation that is being passed to combat the public health and economic impacts of COVID-19. If you're a healthcare provider, share updates on COVID-19 and educate your audience on how they can avoid contracting it. Regardless of your industry, think about how you can create content that caters to the current needs of your audience.



UTILIZE VIDEO CONFERENCING

If you typically meet with customers face-to-face, video conferencing can be a great alternative to canceled appointments. There are plenty of video conferencing options available, such as GoToMeeting, Zoom, and UberConference. Don't settle for trying to replace in-person meetings with a phone call. Video conferencing is a much more effective alternative, because it mimics an in-person interaction more. With a phone call, you're unable to see your customer's facial expressions and body language, which may communicate more to you than what they're saying verbally.



SERVE NEW SEGMENTS

Consider serving new segments that can benefit from your offering. We already have clients pivoting to serve segments that they historically haven't served to help diversify their clientele. For example, perhaps you typically focus on high ticket items, but may find there are fewer of those now, while there is still demand for lower ticket items. These lower ticket items will help keep the revenue coming in until demand for your more profitable higher ticket offering resumes.



PIVOT YOUR OFFERING

Restaurants that typically rely on in-store dining are doing an excellent job of pivoting their offering right now by focusing on delivery and takeout. Gyms can pivot by offering virtual personal training sessions and classes. Physicians can pivot to virtual consultations. Attorneys can pivot to different practice areas that are in higher demand during a recession. Home service business can pivot from installs to repairs. These are just a few of many examples of how you can pivot, which ultimately depends on your business and unique circumstances.

Have you recently downsized your sales and marketing team? Are you looking for a way to spend your marketing dollars more efficiently? Want the tools to adapt and thrive during a recession?

Learn more about our [Recession Proof Digital Marketing Toolkit](#).