LYNCHBURG
REGIONAL
BUSINESS
ALLIANCE

Let's get back to business.

RESPONSE
RECOVER
RENEWAL

Quick Guide

2020 | MAY

This guide is a product of the regional

COVID-19 Business Support Task Force

Altavista Office of Economic Development | Amherst County Office of Economic Development | Amherst Town Office of Economic Development | Appomattox County Office of Economic Development | Bedford County Office of Economic Development | Campbell County Office of Economic Development | City of Lynchburg Office of Economic Development & Tourism | Downtown Lynchburg Association | Lynchburg Region Small Business Development Center | Lynchburg Regional Business Alliance | Virginia Career Works- Central Region

1. BUILD A COVID-19 PLAN & RECOVERY TEAM

As you begin, ask yourself the following questions:

- Who in your organization needs to be included in making the plan?
- What are the current business processes and procedures that will require modification before opening (back to a new normal)?
- What do you want your customers to know about how you're ensuring health and safety for customers and employees? Call it your COVID-19 Safety Plan, or something similar, then review and revise as necessary.
- What goes on your project punch list?
- What protocols, safety procedures, social distancing, and marketing elements are needed and how will you communicate those?
- Who is responsible for communication?
- How are you assessing how your staff feels about returning to work?
- How will you handle those who don't feel comfortable or have health concerns?

"As you think about the path forward and the many possible scenarios that might or might not playout, take time to get clear on what recovery actually means for your business given the size and scale of impact you're experiencing. Do your current vision and mission statements still make sense? Will your current business model allow you to compete in the same way going forward?"

-Trever Cartwright, Forbes Contributor

Read more here.

2. SOCIAL DISTANCING & SANITATION

Cleanliness, sanitation, and social distancing will be vital to continuing business safely. How are you planning to accomplish this and follow health guidelines?

- How will you ensure social distancing and sanitation once you reopen?
- Have you revised your cleaning/sanitation plan?
- Before you reopen, how will you secure all the necessary Personal Protective Equipment (PPE), including eye protection, facemasks, gloves, etc. that may be required?
- Do you have hygiene and sanitation supplies in stock for the long haul? Consider supply chain challenges and implications before you decide to reopen.
- How will customers be able to feel safe and clean in your space? Will you have hand sanitizer and hand cleaning stations? Will your customers expect them?
- Consider whether you need to rearrange your store, check out location(s), seating, foot traffic patterns, restroom policies, dressing rooms, etc., as you prepare to keep staff, customers, and yourself safe.
- Post your cleaning plan so that it's visible for everyone who enters to see the steps you're taking to ensure ongoing safety.
- For assistance with cleaning and sanitation, here's a list of our awesome members who can advise you or help you:
    - Janitorial Services
    - Healthcare
    - Carpet & Upholstery Cleaners
    - Duct Cleaning

Or search by name or keyword to find more options from Alliance members in our business directory.

3. CUSTOMER INTERACTION & INNOVATION

Now is the time to rethink how your business interacts with your customers and how you can improve your processes to be faster, safer, and more convenient.

- Some of you may decide to do business by appointment only.
- How can you make it easier for your clients to schedule online for your services?
- Curbside pickup locations should be clearly marked, fast, and accessible. Even though your doors may be open for traffic, people may still be cautious and will appreciate these conveniences.
- Create professional-looking flyers and signs NOW! There are many options (both professionally or self-made), and your Alliance team can help you find easy, quick solutions.
- And don't forget floor decals for proper personal distancing.

There are many Alliance members who can help you with marketing, decals, signage, creating flyers, updating websites, and more.

4. COMMUNICATE YOUR COVID-19 RECOVERY PLAN

As businesses begin to reopen, consumers will look for companies sharing their COVID-19 safety plan. Big franchises, as well as other small businesses that have remained open, have executed this very well, and for some, it has increased their revenue.

- Have you updated your website, all social media accounts, and any other advertising channels, so your COVID-19 plan is easily found?
- In what ways have your customers continued to connect with you? In what ways have they not?
- Share your thoughts and plans with your customer base and get their input.
- Have you considered a "Grand Reopening" event?
- Have you considered making a video showcasing your COVID-19 Plan in action? A virtual walk through with your staff to show what it will be like when they come in?
- Will you have flyers or other handouts listing items available for delivery or curbside pickup?
- Have you considered asking customers for online reviews? It's the perfect opportunity to let them know you'll appreciate them mentioning your store's cleanliness.

The U.S. Chamber of Commerce has highlighted a few businesses which have changed up their communication strategies in light of COVID-19. Take note of how other businesses in our region are connecting with their customers and create some new best practices to follow.

Read more here.

5. BE PATIENT WITH THE PROCESS

The process of reopening will continuously be revised as our federal, state and local leaders evaluate the current environment. Many people are ready for business as usual, but many others will remain cautious for quite some time. If you cater your plan to the cautious, all consumers will respect your new procedures.

The lack of a "COVID-19 Safety Plan" will undoubtedly cause a loss of some consumers. The faster we adhere to safety protocols, the quicker we will get back to business as usual.

There will be no "one size fits all" approach. Communicate and act using your strengths and reach out to other people and organizations who can help you fill in the gaps with resources and experience.

For more resources and details visit:

- Alliance COVID-19 Information Hub
- Virginia SBDC COVID-19 Resources

Together we can. Together we will!

GRAPHICS YOU ARE FREE TO USE

If you would like access to original copies of these files, please give us a call.

I ♥ small biz!
LYNCHBURG REGION - STRONGER TOGETHER.

CONTACT INFORMATION

If your business needs help don't hesitate to reach out to us. We want to support you any way we can, whether that's helping you with your plan, getting you in touch with resources or other businesses, or just providing some friendly advice.

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