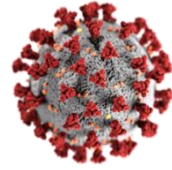


A Shop Owner Action Plan for Dealing with the coronavirus



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Step #1. Ensure Safety

- Sanitize, practice social distancing & close your lobby
- Immediately report any illnesses
- Utilize www.CDC.Gov
- Ensure ongoing communication with your entire team

Step #2. Maintain Sales

- Remain committed to your brand awareness marketing strategies
- Offer pickup & delivery
- Provide vehicle sanitation services
- Service commercial vehicles
- Target the employees of supply chain companies; Costco, grocery stores, etc.
- Target customers of any dealerships, chain stores, franchises & mass merchandisers that have closed
- Utilize call forwarding & update your after-hours messaging, as well as your early-bird service
- Utilize online training to make every phone call & sales opportunity count

Step #3. Control Expenses

- Reduce days/hours of operation
- Offer early vacations/voluntary time off
- Reduce hours worked & implement split shifts
- Clean & repair the shop
- Consider rent/mortgage negotiations
- Question every line item on your financial statement and ask –
 - Will it lead to immediate profit, potential profit or no profit?
- Make use of all idle time; Train, train & train

Step #4. Create a Long-Term Plan

- Use reputable websites & your accountant to stay up to date on financial assistance from the government
- Secure/withdraw your line of credit & apply to the SBA
- Consider supporting your local hospitals/first-responders by providing their employees with deeply-discounted or complimentary services
- Recruit, recruit & recruit
- Use your downtime to revisit your goals, your Mission Statement & your plans

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