

Terry Anderson: Our COVID-19 Business Consultant



Terry Anderson is our COVID-19 Business Consultant working with clients to help their business continue to adapt and grow through this new COVID affected economy. Through confidential one-on-one consulting and education webinars, Terry will help businesses who have either been negatively impacted by COVID, or those who have seen a surge in business due to a new wave of customers created by the pandemic. Terry can assist businesses with marketing and growth strategies, adapting to online sales and marketing, exploring new markets, financial analysis, and exploring and preparing for taking advantage of funding opportunities.

Contact Info

tanderson@francis.edu
(814)472-3115
P.O BOX 600
Loretto, PA 15940

TIPS FOR ADJUSTING YOUR BUSINESS DURING COVID-19

First and foremost, **talk with your employees**; communicate with them your thoughts and plans. Ask them for feedback and to share their ideas. Don't discourage any ideas, but encourage them to continue to submit ideas to you. You don't have to use them all (or any), but often great ideas come from unexpected places.

Communicate with your customers using whichever messaging you know they'll see, engage with, and respond to...social media, email, YouTube, etc. First let them know you're working towards making sure you can deliver the same (or better) service and products they've become used to, and you appreciate their patience as you adapt to these uncertain times. Include some of the proactive and preventative measures you're taking, and how your business is supporting its employees during this time.

Examples of follow-up messaging to your customers might include alternative methods of ordering, change in operating hours, explaining your new online order or curbside pickup, or directions for accessing your facility. What's important is that you are continually keeping your customers informed, which provides them with the confidence to continue to patronize your business – it builds and maintains trust.

In the end, your **consistent communication** makes their decision about where to eat, where to get their hair done, where to shop, etc. that much easier!

Access Terry's Full Article [here](#)

