

United Motorcoach Association Start-up Guide

Top 40 Action Ideas to Restart Your Business



-RESTART Mindset

1. **Know when to hold 'em, know when to fold 'em.** – Here's the first and most important question to answer... In this environment are you going to close your business now, or proactively grow your business into the future? Either decision is totally acceptable.
2. **Utilize Zero-Based Thinking.** – Imagine you are starting a new business. It's a new environment and you have all of your current assets to make this business successful. You have your people (human resources), customers, vehicles and equipment (physical resources) and entrepreneurial spirit. You also have lots of experience to help you utilize these resources moving forward. Leaders lead, followers follow - it's time for you to lead, whatever your role.
3. **Keep it simple.** – Life is complicated enough without us over-complicating things. What follows are foundational categories and specific ideas that will help you make better decisions and take more positive action moving forward.

-Your People

4. **Keep your best team members.** – Find out if they're willing to join you in this journey.
5. **Communicate your plan.** – Communicate with your team and let them know:
 - a) **Where you want to go with your business.** (Future Vision)
 - b) **Why you're going there.** (Purpose/Mission)
 - c) **How you treat each other along the way** (Values)

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6. **Don't bring back problem employees.** – If people were a problem before, they're going to be a problem now. Upgrade your team by dismissing those people that don't share your values or lack commitment.
7. **Give your best team members reasons to stay.** – Your best team members have unique abilities that you can utilize on your team. Recognize their achievements publicly. (Shining Stars bulletin board?).
8. **Trust your people – do not micromanage!** Your best team members might not do it your way...maybe better. Celebrate your people's achievements.
9. **Be humble, teachable and open-minded.** – Ask your team how you can do a better job. "What would you do differently if you were me?" Don't be surprised that your best team members have great feedback to help you be a better leader.

-Create new business opportunities

10. **Hit 'em where they ain't.** – Go where your competitors don't go. The opportunities are limited only by your imagination.
11. **How about amenities?** – What can you offer that has low cost for you and high value for your customers. Consider movies, expanded WiFi, electric outlets, tables, etc.
12. **How about concierge services?** – Make reservations for hotels, restaurants, and entertainment venues. Consider offering complete tour packages for groups and retail.
13. **How about education partnerships?** – Contact grade schools, high schools, colleges and universities. Advise them of your excess capacity. Tell them your team members are anxious to get back to work and you have excess capacity.

Action Steps			
February	March	April	May

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14. **How about LTA?** – Build relationships with your local transit authority. Attend their public meetings. Make them aware of your service capabilities – passenger, shop, and dispatch.

15. **How about sporting events?** – Promote or sponsor trips at any competitive level for any organizations: football games, soccer games, basketball games, cheerleader camps, etc.

16. **Don't sell yourself short.** – Focus on the value you will create for these and other potential partners. Create a short proposal with your service offerings and differentiators. SELL these creative ideas.

-Marketing to Build Profitable Revenue

17. Answer the question – ‘why buy from you?’

18. **Speed!** – Respond faster than your competitors...ALWAYS!

19. **Improve your customer data base.** – Scrub, update, add information including birthdays, favorite hobbies, etc.

20. Tune up your online presence. – website, web marketing, and social media. Comparative shopping usually starts online in 2020.

21. **Improve your billboard.** – Motorcoach graphics: fresh, clear with contact information.

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22. **Use video to tell your story.** – Online, email attachments, and for the media.

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February	March	April	May

-You Can Always Sell More!

23. **Interview your customers.** – How can I be an even more valuable transportation partner?

24. **Strengthen your sales process.** – From lead through close and followup. An excel spreadsheet works, or other simple software. Ensure who is accountable for each step and update as action occurs. And measure results. The key: just do it!

25. **Provide an experience.** – You're not just moving people from point A to point B. It's how you're doing it? Brainstorm with your team—they will have ideas... often small things can have large impact.

26. **Use video conferencing for a sales call – newest tool for sales effectiveness.** It will not always replace face-to-face, but sometimes it will, and be appreciated by your prospect/customer.

27. **Motorcoach travel with your company is safe.** – communicate all of the actions you have taken to protect your customers and team members from the virus. Messaging to include emails, website, social media, all written communications, social media, signage.

-Budgeting for Success

28. **Embrace the Spader Total Business Success Model of Performance.** Bring it to life in your business as a regular source of direction.

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29. **Benchmark your business vs industry best practices**, to help you uncover revenue and cost opportunities.

30. Use the Personnel Based Budget Tool to project business key factors 30/60/90 day and beyond. Update at least monthly.

31. Ensure you remain current on all financial resources available.

32. Check to see if you qualify as a DBE, or Disadvantaged Business Enterprise. –Available at transportation.gov.

-Fine tuning Your Organization for RESTART

33. **Ladies and Gentlemen serving Ladies and Gentlemen.** – Build your new reputation. – RESTART. Exceed expectations. There is never an excuse for not exceeding client expectations with remarkable service. People will remark – what are they saying?

34. **Train. Train. Train.** – Unless you provide ongoing training and continually communicate your expectations, people will forget or fall back into old habits. NOW is the time to create your new service standards and consistently repeat them until your people can execute them easily and habitually.

35. **Be Consistent.** – Providing a repeatable service experience at every step is easier for team members and it delivers value to customers. Every team member should deliver the same level and type of consistent service standards.

36. **Step into your customers shoes.** – See what they see. Hear what they hear. What do your CSRs say? How do they sound? Do they consistently provide the same information with ease and confidence? What does a passenger see and feel getting into their seat, and on and off your coach?

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37. Give a G.R.E.A.T. Customer Service to each customer every time. –

Greet. Relate. Experience. Assess. Thank.

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38. Your Drivers are your brand. – The character, chemistry and competence of your Driver determines your business' reputation each and every interaction.

39. Share the truth with them. – They will feel valued because of it, and deliver better results.

-Giving back to your community

40. When you give, you receive – Consider providing a complimentary service to your favorite non-profit.
