

WHAT CAN MY BUSINESS DO DURING THE COVID-19 OUTBREAK?

With the heightened need for sanitary precautions, distributors may find it hard to operate normally with their vendors and contractors. Many people are being instructed by their governing bodies to restrict their exposure to others. As an essential industry, there are many things we can do to adjust to this new environment and put their fears to rest while conducting business. Below are a few ideas we recommend you implement to help your company today.

COMMUNICATE YOUR AVAILABILITY

- **PROVIDE UPDATES OFTEN** – Sending emails and calling your customers to let them know that you are still capable of attending to their needs is a priority. New policies are happening at a rapid pace on a state-by-state basis. What you communicated a few days ago may be different today. Keep your contractors informed.
- **UPDATE YOUR WEBSITE & SOCIAL MEDIA** – Many people are recommended to stay in their homes. Their only access to the outside world is through the internet. Make sure you are sharing your current state online and interact with customers digitally. Watch your inbox and respond to inquiries quickly because they have plenty of time to shop around. Avoid having them research the competition during their down time.

INSIDE YOUR BUSINESS

- **RESTRICT THE NUMBER PEOPLE ALLOWED INSIDE** – Contact your vendors and customers to let them know your doors will stay closed for any non-employees. Post signs on your doors with instructions for walk in traffic. You do not need to turn down business. Have the guest call your front desk to discuss their needs, if they are there to pick up or drop off, they can leave it outside the door or have an employee deliver it to their vehicle. Any employee coming back in should immediately wash their hands.
- **PREVENT GATHERING IN GROUPS** – Having your field crew gather in your office for a team meeting is not appropriate during self-isolation protocols. Perform virtual meetings or presentations using one of the many free video-conferencing services (like ZOOM). This will give you the ability to hold a call with multiple people at one time and allow you to share your screen to all attendees.
- **MODIFY STAFF ROUTINES** – If you have employees that can perform their duties remotely, have them work from home. If staff must be on-site, consider staggering their shifts or duties to reduce them being in the same area at the same time.
- **MAINTAIN GOOD HOUSEKEEPING** – Including routine cleaning and disinfecting of surfaces and equipment in everyone's daily routines is important. Review the information provided by the EPA regarding which cleaning compounds are effective against the COVID-19 virus.

It is important to consider that these procedures may become the new normal, even after the outbreak has passed. Implementing these types of strategies are not a matter of "if" but "when."