

# COVID WEBINAR #6

**Expert Panelist: Emily Elrod, Workzbe**

## Questions & Answers

### **Do you have advice for proactively reaching out to customers during this time?**

Absolutely reach out to customers to let them know what is going on in your business if you're open, any restrictions, how you can serve them, and actions you're taking to protect employees and customers. Emails, posts on your website, and other social media avenues are a great way to reach customers.

### **How do you build trust with customers as you start to open your doors again?**

Use the same approach as communicating with employees - be open and honest. People want to be educated right now, so explain details about your business, how it has been, or not been, impacted by COVID, changes you're making and what you can do for them.

### **You've talked a lot about why we need to keep psychology in mind - but how do we do that in practice? Regular meetings? Handouts? What do we do?**

Many employees are still fearful and cautious about being near others. It's not advisable to begin having meetings or group gatherings in spaces that don't allow for the 6th social distancing requirements. Meetings can be held through Zoom, GoToMeeting or conference calls, even if everyone is in the same building but in different offices. Employees and customers will appreciate the efforts the company

is making to apply social distancing and protect their health Regularly, but no less than once-per-day. People expect responses

## **How do you reach out to customers without them thinking you are looking for something to sell them?**

Once again, customers want to be educated, so calling or emailing them should contain information about your company, employees, changes, updates. You don't need to start by selling but start by communicating with them to develop a trusting relationship. Ask questions about their business, customers, employees, etc., to show your caring and concern for them. Developing strong relationships with your customers, especially during critical times like these, will reap future rewards for your business.

## **Are business "happy hours" on zoom or on-site a good idea to help with stress?**

Yes, especially for those who miss human contact. This can be a great way of keeping employees connected, having some fun, and lightening up the mood. But don't make attendance mandatory for a Happy Hour or non-work related after-hours event.

## **PANELIST - EMILY ELROD - WORKZBE WEBSITE**

<https://www.workzbe.com/WorkWISE>

## **WORKZBE: EMILY ELROD - People Cheat Sheet**

<https://bit.ly/WorkzbePeopleCheatSheet>

## **Participant Comment: Dan Gilmore, Squire Strategies**

It is very important to keep lines of communication open with laid-off employees and being consistent as business slowly reopens.

## **Participant Comment: Christina Hooper, Sparkitive**

Describing it as grieving feels accurate - not just losses of family and friends, but a loss of the way things were - everyone is grieving right now - from small things like feeling safe eating out with family to deaths of loved ones.