

How to Build and Preserve Business During this Crisis

*"It's important to build and preserve your business relationships, especially during a crisis."
Jeannette Seibly*

Every sales and marketing professional, entrepreneur, consultant, and small business owner knows that building and preserving business relationships are important. Yet, during this economic crisis, it's not business as usual. So, how do you stay connected?

1. **Send out well-written emails or email news blasts.** Short videos work too (1 to 10 minutes in length). Be sure you have their permission to include them on your mailing list.
2. **Stay connected face-to-face.** Use conferencing systems and video chat groups (e.g., Skype, Zoom, FreeConferencing.com, etc.).
3. **Keep up the great customer care especially if you're working remotely.** If customers or potential customers request something new, get it done now. You may not get a second chance. There will be a lot of competition.
4. **Don't let current work projects slide.** While adjustments may be required when working from home, don't shy away from getting the work done. Stay on top of project glitches and progress being made.
5. **Check in to see how current and future customers are doing. If nothing else, you will give them an opportunity to talk.** (Remember, they will want to talk.) Ask the all-important question, "How can I help you?" Then, follow-through where appropriate!
6. **Keep marketing ... people are still shopping.** While the future is unknown and it isn't business as usual right now, the need for certain items won't change as business increases again in the future. Be ready! For example, hiring assessments will be required since there will be more job seekers than open positions.
7. **Stay positive.** It's easy to fall into the "Ain't it awful" trap. Remember, people will remember how you make them feel. If they don't feel positive after your call, they will stop talking to you.
8. **Pay your vendors as contractually agreed whenever possible!** Otherwise there will be a trickle-down effect. Sitting on and holding money right now isn't in anyone's best interest...including your own.
9. **Stay connected with your groups.** Connect virtually with Meetups and trade/industry/professional associations. If your group doesn't offer these opportunities, create them! Remember, to include everyone.
10. **Keep up your social media presence.** Most professionals are connected on one or more of the social media platforms. Make a more concentrated effort to "Like" and positively "Comment" on their postings.
11. **Self-Care is not Self-Indulgence.** Take the time to create and maintain healthful practices for physical and emotional wellbeing. Share them with your family, friends, clients, and others to encourage them to do the same.
12. **Stay in communication with your executive coach.** There will be a lot of innovations and industry/company changes during the upcoming year. Top-notch "soft skills" are required with all of the changes (e.g., communication, decision-making, critical thinking, etc.). Don't get left behind.
13. **Get Your Brag On!** Don't forget to track your successes and share them. Remember, your boss, customers, and team won't know what you've done if you don't share in a business-savvy manner!

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Jeannette Seibly is an award-winning dynamic results coach and keynote speaker. For the past 27 years, she has guided the creation of leaders to excel in achieving results. Are you ready for an unprecedented 2020? Contact Jeannette today for straight talk with dynamic results. Don't forget to listen to On the Air with Jeannette Seibly, It's Your Time for Success on Anchor.FM or YouTube.com.