



RESPOND → PLAN → RETURN STRONGER



Optimizing the Performance of People and Businesses

Regaining Consumer Confidence in Your Business

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Regaining Consumer Confidence in Your Business

Uncertainty

Fear

Frustration



Plan

Confidence

Progress

Lack of Leadership



Leadership



The Eagle...
Head up, clear vision.
Seeking Opportunities

The Ostrich...
Head down, no vision.
Avoiding Reality



Consumer Confidence - restoring revenue flow

Concerned

40%

Unsure

30%

Not Concerned

30%

- **Online**
- **Service Based**
- **Bricks and Mortar**



People – Process - Performance

a Culture of Engagement

- Do you and your team feel the same about the virus and about safely returning to work? What is your virus perspective?
- Do you have written protocols and social contact strategies for your employees? Do they implement in an effective way?
- What is your mask/no mask and social distancing policy? Is it enforced?
- Does your staff practice the response to a customer when asked; “so what do you think about the virus”?

Marketing/Messaging

- How are you attracting customers back to your business?
- Do you have a covid19 messaging plan?
- Does signage and marketing clearly let customers know you are invested in their well being and fully prepared to creating a safe and enjoyable experience?
- Are you delivering on the promise of a safe and enjoyable experience? Are you *inspecting what you expect?*
- How are you communicating the “social proof” that others are engaging your business and comfortable with the experience?

Follow-up

- How are you following up with customers?
- Is your messaging different than it typically is?
- How are you staying in contact?
- Remember...attracting and retaining a customer is only part of the mission...developing their buying habits, creating additional revenue opportunities and gaining referrals is essential.

Don't forget the basics!!!

Pivoting

- Assess your current circumstances – do you need more revenue?
- What other revenue streams can you create?
- Are these revenue streams already being offered by a competitor?
- Can they easily be added to your existing business model?
- What resources do you need to create these new streams?
- How long to develop and at what cost are these revenue streams?

Leadership

Clarity - Communication - Consistency

Collaboration is essential currency



Now is not the time to go it alone

- **Collaboration**
- **Accountability**
- **Results**

- ACA – Boot Camp
- ACA – Educational Programs
- Business Mastermind Groups
- Consultant/Coach/Mentor

A gift for Arizona Commerce Authority Listeners

Text the word: **Performance** to: **77948**

1. Instantly receive a free e-copy of an article I wrote on:
Fixed and Growth Mindsets.
1. A 30-minute *complimentary strategy call*...just text “strategy call” in the comment line and someone will reach out to you and put you on my schedule.
2. Apply to join one of our Business Mastermind Groups at 25% off our normal member rate.

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