



RESPOND → PLAN → RETURN STRONGER

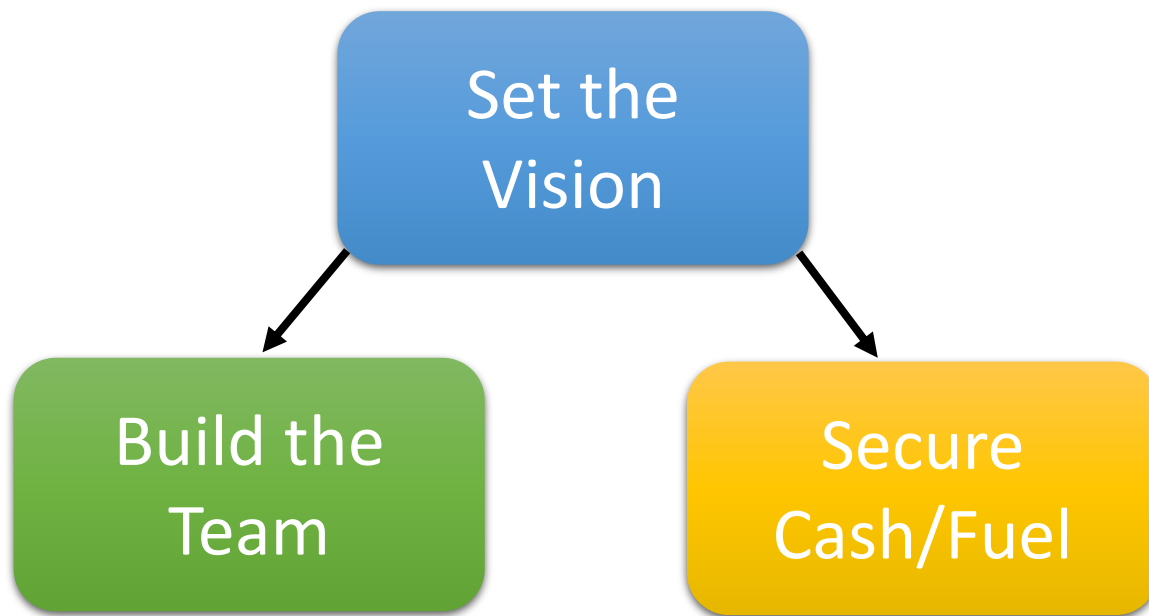
How to Attract and Retain Customers During COVID-19



PRESENTED BY
Brett Gilliland



Your job as the leader



HOME

ABOUT US ▾

PRACTICE AREAS ▾

CASE RESULTS

REVIEWS ▾

RESOURCES ▾

CONTACT US ▾



A note from Mark and Alexis Breyer:

Our commitment to the health and safety of our community, our clients, and our team remain the highest priority. Though so much has come to a stop, *legal deadlines continue to run and innocent people are losing their legal rights.*

Now Offering: Call, Videoconference, text, or chat with an experienced injury lawyer – right now. You can even hire us and sign documents from your phone or computer without leaving your home. As always, no cost and no risk for these services.

We know that right now many people need to start their cases more than ever. We are proud to still provide an unmatched combination of customer service and legal results. We will get through this together and come out stronger than ever.

Mark and Alexis Breyer
The Husband and Wife Law Team

MARK & ALEXIS BREYER



NO FEE UNLESS WE WIN

Our Promise to You



CLIENT REVIEWS

Hear From People We've Helped



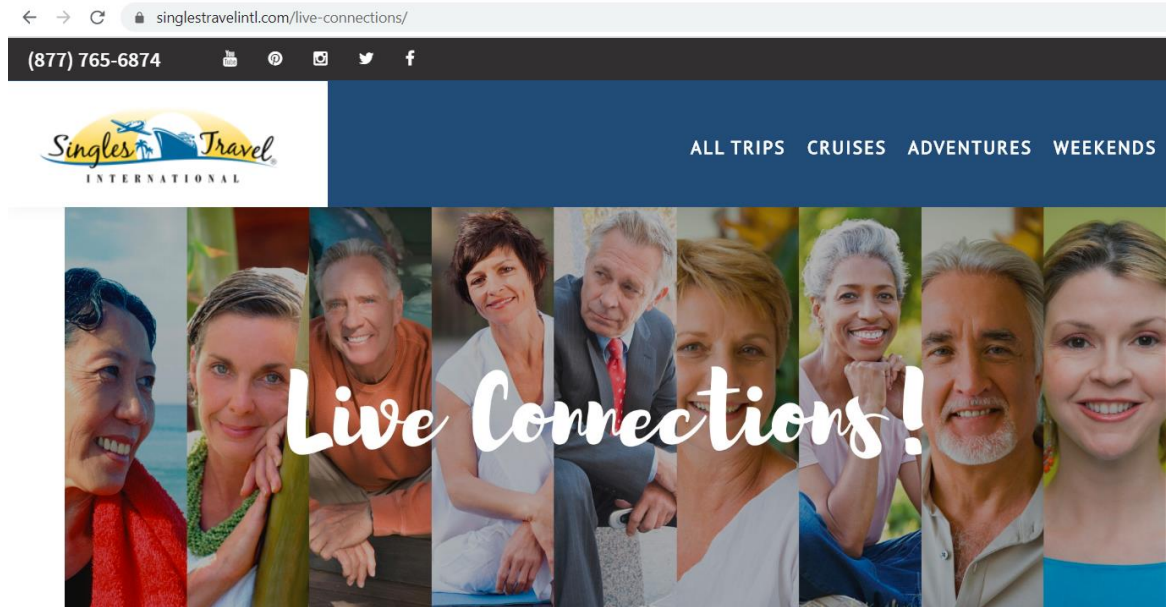
VOTED TOP LAWYERS!

by Acclaimed Industry Leaders



- Virtual Lunch in Greece
- French Quarter Fest
- Virtual Vacation on a 5-Masted Sailing Ship
- Alaska Summer Cruise Get Together
- Virtual Birthday Bash
- CEO Update & Connect with Compassion

<https://singlelife.today/>





Maine Cottage®



Whether your town is practicing "social distancing" or "sheltering in place" you can take advantage of our **Courtesy Remote Consultations**. Get to know our talented Interior Designers and add a little sunshine to your day while designing a space to host family and friends after quarantine with Maine Cottage furnishings, color, and pattern.

- Restaurant/Coffee Shop/Cowork Space
- Richardson, TX
- Selling a weekly family meal subscription
- For every 4 subscriptions sold, giving away 1 subscription to someone in need in the community

The screenshot shows the website for Communion Neighborhood Cooperative. At the top left is the logo, a lightbulb inside a circle, with the text 'COMMUNION NEIGHBORHOOD COOPERATIVE'. To the right of the logo is a navigation menu with links for 'Neighborhood Restaurant', 'Coffee Shop', 'Cowork Space', 'Events', and 'Take a Tour'. In the top right corner, there is a 'Call us To' link. The main content area features a large graphic of a dark, rounded shape, possibly a bowl or a piece of bread, with the text '400 for 500' overlaid in a large, dark font. Below this graphic, the text 'JOIN US' is prominently displayed in white, followed by 'Sign Up for Meals' in a smaller, grey font. At the bottom of the main content area, there are two orange buttons: 'Online Order Here' and 'Learn More'.

COMMUNION
NEIGHBORHOOD COOPERATIVE

Neighborhood Restaurant Coffee Shop Cowork Space Events Take a Tour

Call us To

JOIN US

Sign Up for Meals

400 for 500

Online Order Here Learn More

Verne Harnish

After 9/11

- Called and offered all of his customers who could stay on board a discount to prepay for a year.
- Offered a bonus: VIP status for the life of their membership



Wise Counsel
from

Verne Harnish
Scaling Up



“The storm has enveloped Everest – you can’t see further than what’s in front of your nose -- so the only thing to do is put one foot in front of the other and keep moving, up or down – but keep moving. Energy is like water; it will stagnate and go bad if not moving.

Make stuff happen – one hour at a time. What is the one thing I can accomplish next, take a break, then next – one hour at a time – 8 to 10 things today (we filed for immediate emergency funds, just shot a video, next writing this email). Piece together positive wins and shut off the negative news. **DON'T WATCH IT!**

The daily huddle is critical (consider twice per day). Decide the one positive priority each team member needs to accomplish yet today or tomorrow – strangely, focus is calming. Then keep moving, one step at a time.”

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[Request Catalog](#)

[View Products](#)

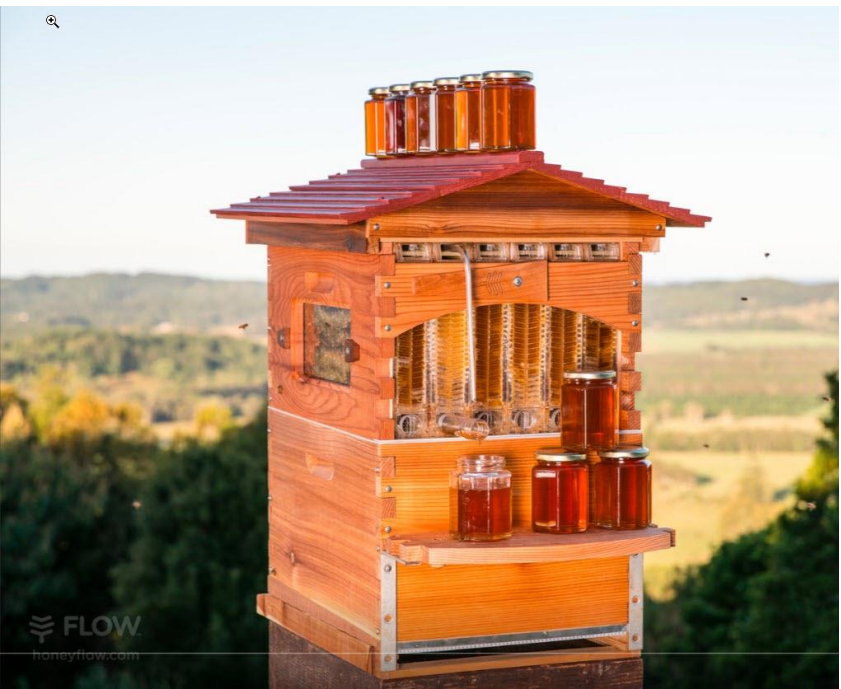
[Request Quote](#)

Now Manufacturing Personal Protective Equipment

As COVID-19 continues to impact essential workplaces, Timberlane has pivoted our business to help serve our community by producing face and intubation shields for medical professionals.

[Learn More](#)





- 3D printed Honey Hives
- Northern Rivers, NSW, Australia
- \$600 price point
- Pre-sold \$12M in 30 days



**BUY
NOW,
SAVE
LATER.**



Residential Painter

- Collected many 'before and after' photos over the years.
- With extra time on his hands, he is cleaning up his online presence.
- He started connecting with past customers to get permission to post their home on his website and social pages.
- Made an offer for 25% off a future painting project to be completed this year if they pre-paid or put money down.

If a Landlord Can Do It...

Nova Scotia

Landlord challenges tenants to lip-sync contest aimed at closing the distance during COVID-19



Tenants can win \$1,000 while landlord hopes to keep winning their loyalty



Elizabeth Chiu · CBC News · Posted: Mar 29, 2020 10:06 AM AT | Last Updated: March 29



Halifax Landlord, Ron Lovett got creative:

- Reached out to his tenants with resources to stay healthy when the crisis started.
- Provided help and guidance in applying for unemployment benefits when tenants were laid off.
- Challenged his tenants to a virtual lip-sync battle with a cash prize. He received over 350 entries! He saw a 3.6% improvement in collections over the previous month.

Events & Services Online



Extra Down Time?

- Do some of those projects you were going to do 'someday'
 - Improve your website
 - Gather customer testimonials/reviews
 - Ask for referrals
 - Clean up/organize your inbox and/or your office
- Create new products/services or greatly improve current customer experience
- Establish new (or renew old) Bus. Dev relationships
- Crosstrain your team members
- Outsource some repeatable tasks (Virtual Assistant)
- Write that book you were going to write



Parting Thought

The best leaders
build the best businesses,
and the best businesses win.

30 Minutes to Talk

If you need a thought partner... just someone to sound some things out with

If you want help preparing for an important leadership moment/conversation

Grab time on my calendar here: <http://bit.ly/callwithbrett> or you can email me at brett@GrowWithElite.com

Helping with Your Current Reality

Recorded Calls/Resources: <http://growwithelite.com/covid>

Managing Cash

- What to do When Cash is Tight
- SBA Loan Information Session
- Crisis Cash Flow Management
- Generate Cash w/New Sales

Leading People

- Leading People Through Challenging Times
- Essential Ingredients for Leading Remote Teams
- Creative Ways to Engage EEs, Prospects & Customers
- Engaging in Uncertainty

<http://bit.ly/callwithbrett>