

**3 Functions in Business - Crisis Checklist**



**Finance = Price Right**

 Review Equipment Rates

 Review Labor Rates

 Review Overhead Expenses

**Operations = Keep Promises**

 Stagger start times

 Keep same people on same crews each   
 day

 Reduce size of larger crews

 Provide cleaner and wipes for wiping   
 down trucks and equipment each day

 Hold team meetings outside or in bigger spaces and

maintain 6 ft distances between everyone

**Marketing = Create Clients**

 Communicate with Clients – retention

• Call your clients (telequality script)

• USPS, e-mail, text, newsletters, digital   
 information delivery

• Keep messages brief and effective

• Publish your updated safety practices on   
 your website, in e-mails and newsletters to your clients

 Minimize physical contact with clients (ex: phone meetings instead of

in person meetings, pausing leaving door hangers after services,

give a ball park price for services over phone based on Zillow or

**** other database and adjust if needed after initial visit)

 Allow clients to purchase services online

• TAKL, TaskEasy, GreenPal, Mowz, Lawn   
 Love, etc.

