

**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.

