

OPERATION

COVID-19 RESPONSE

Five Tips on Responding to COVID-19

As businesses continue to face uncertainty due to COVID-19, painting contractors are also finding ways to come together, share resources and navigate the current climate together. Below are five tips for responding to COVID-19 as provided by the **Operation COVID-19 Response** online conference.

> TAKE ADVANTAGE OF LOANS AND DEFERRED PAYMENTS

With government regulations and new lender policies in place, business owners have options when it comes to borrowing money and deferring payments on current loans. Taking out a loan can help keep up with the overhead costs for your business. Many of the new loans available offer longer pay-off options and a lower interest rate.

Click here to access a full financial resource from Bookkeeping for Painters.

> IMPLEMENT AN EFFECTIVE COMMUNICATION PLAN

Although the COVID-19 pandemic is not new at this point, business owners and managers need to follow the CALM principle, focusing on Clarity, Assurance, Leadership and Movement. This approach makes sure your team, customers and other stakeholders continue to trust your company and understand any new developments.

> KEEP PRODUCTION GOING

Your business needs a steady stream of production to keep your cash flow healthy. Make sure all of your processes are streamlined at this time, taking your full budget, team and overall efficiency into account. Spend extra time keeping your team and your customers connected to move production forward as quickly as possible. Evaluate what technology and tools you can implement today that will save you time in the future.

> FOCUS ON MARKETING

To maintain a steady flow of work in the future, you must market your business, generate solid leads and fill your sales funnels. As many contractors see a decrease in the number of jobs, now is the time to put together the resources you need to reach potential customers. Whether you're updating your Google My Business Profile or reaching out to past customers, implementing a solid marketing plan will benefit your business in the months to come and set you ahead from the competition as the economy grows.

> PLAN FOR A PROSPEROUS FUTURE

As the economy recovers and grows, businesses are given a new start. This is the time to be proactive and productive to prepare for the future. Build out a recovery plan that synchronizes your spending, marketing and production with the changing economy. Make sure you have a hiring plan in place as you prepare to spend more time in the field. And finally, avoid rash management decisions, leading with transparency, empathy and confidence.

For more in-depth information and resources, **sign up** for access to Operation COVID-19 Response. The conference includes live events until May 28, and at any time, you can access video playback content from past sessions. The PCA conference material is free thanks to Benjamin Moore underwriting the funds to ensure all painting contractors have access to the support and education they need. As always, PCA is dedicated to providing the insight, expertise and resources contractors need to make informed decisions.

REGISTER >>> PCApaintED.org/conference

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