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The questions below draw from our "Staying In The Helicopter®" and "WIN! How To Succeed in the New Game of Business" keynotes and masterclasses during which we talk about the fundamentals of business that every business leader need to maintain a laser focus on.

The questions below are the most urgent for any business leader/owner to answer as they plan for the post pandemic period.

PRODUCT/SERVICE

Which needs are currently addressed by the products/services offered by my business?

Which arising/predicted needs can be addressed by my business with repurposing of its current equipment/skills?

Which parts of the products/service can be produced/offered remotely?

MARKETING & SALES

Is the marketing material sufficiently comprehensive and convincing?

Is the marketing material easily available for new visitors to my website?

Can the sales teams and processes be managed remotely?

Is there a database relating to the new opportunities that the sales team can work through?

Do the sales team understand the new needs they are addressing?

PURCHASING

Which of the products/services of my business can be purchased autonomously?

What development is necessary to offer an online and/or autonomous purchasing component?

DISTRIBUTION

Which of the business' distribution channels can be converted (partially or entirely) into e-commerce?

CUSTOMER CARE

Can customer care be offered via remote work?

Let us know how this framework helped you at roger@rogerharrop.com and juanita@juanitavorster.com