No Physical Contact Sales & Marketing Strategy

Online Sales

Existing E-Commerce store, Shopify or WooCommerce are examples of platforms that can be implemented in an expedited timeframe, Additionally Facebook or Instagram have Marketplace functionality, Telephone, Fax, Email, Text are all methods for customers to place orders. Reach out to high value customers and your entire customer contact list.

Gift Certificates

Sell gift cards (physical and e-gift cards), possibly at a discount to incentivize customers.

Pre-sales

Promote supporting your local community based business, offer full or partial payment of product for future or immediate delivery.

Delivery or Curbside Pickup

Free Local delivery over a certain dollar threshold (ex $100), doing these deliveries using inhouse resources will contain costs. Consider offering a discount for Curbside pickup.

Promote Improving your Home Environment

The situation is dictating people spending more time at home, promote improving well being and the therapeutic benefits of home décor, house plants, growing indoors, planting a garden and DIY landscaping.

How to DIY

Promote your business as the experts who are available to help. Customers can access you using any of the connectivity methods for ordering, be a mentor, produce video content and produce written content.

Discount Underperforming Inventory

Discount underperforming (goods that don't create much value for your business) to generate cashflow.

Extend Payables

Negotiate extended payment terms with suppliers that recognize the current situation is extraordinary while preserving the integrity and longevity of your supplier relationships.

Curtail New, Automatic & Standing Orders

Defer any non-essential new orders, pause all standing and auto orders, the sooner you cancel or delay orders the better for your supplier relationship.

Access Government Aid

Local, Provincial and Federal Governments are rolling out programs to provide aid to individuals and business, programs are being introduced daily.