#LASCRUCESSTRONG

Five Ways to Prepare to Re-Open

Simple steps to assure when your doors are open once again you will be prepared and ready.

For more tips & strategies on how to prepare to re-open visit lascruces.org COVID19, Re-Opening Businesses.

#1 Build a Covid-19 Plan

Take a few moments and write down your plan of action. This plan will later be used in marketing efforts when you are showing you are serious about customer and staff safety. Call it your COVID-19 Safety Plan and review, as necessary. Include material needed checklist, new protocols, safety procedures, social distancing and marketing.

#2 Respect Social Distancing

By now you have been to a store that has placed the stickers on the floor on where to stand, saw the signs that say no more than 10 people or less, noticed some doors are marked entry and some are exit and even seen plastic shields in front of the counters. You need to consider similar procedures. Start gathering necessary supplies and signage to accommodate your COVID-19 plan.

#3 Create a Cleaning Schedule

Consumers will notice if your store is clean, organized and safe to enter. Make sure you are rebuilding your cleaning plan and have all the necessary items needed to do so. Build a new schedule and add it to your daily calendar and make sure your staff is fully aware of the new procedures. Build in inspection times and checklists for quality control.

#4 Market Your Covid-19 Plan

As businesses begin to re-open, consumers will look for those locations who have clearly marketed their COVID-19 safety plan. Big franchises as well as other small businesses who have already remained open have executed this very well and for some it has really increased their numbers. When you begin to market your back open for business, follow it up with your plan and protocols. Consumers will notice and will make sure they are entering a safe environment.

#5 Respect the Process

This process of re-opening will constantly adjust as our leaders evaluate the current environment. Just as many people who are ready for business to be as usual, there are others who will remain overly cautious for quite some time. If you cater your plan to the cautious the more open consumers will respect those procedures. The lack of “COVID-19 Safety Plan” will undoubtedly lose some consumers. The faster we adhere to safety protocols, the faster we all will get back to business as usual.

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