

## IDEAS FOR ADAPTING YOUR BUSINESS

### General Tips

- Include social distancing at the beginning of any conversation to help ease your customers' worries and let them know that you are serious about their safety first and foremost.
- Let your customers know that consultations can be done over the phone and no physical contact is required.
- Consider adding this language to your website and/or social platforms so visitors can see it while researching contractors.

### At Home Meetings or Continuing Work on Current Jobs

- Make sure your state still permits you to continue to engage in these types of activities.
- If you do still go to a customer's home, be sure to stay outside of their home and always stay 6 feet or more away from them.
- This goes without saying, but DON'T shake hands with them (or bump fists or rub elbows).
- Do not physically hand them any papers or samples. Don't even share a pen.
- You can easily work on an existing job or measure someone's backyard without interacting with them. Just call them before you arrive to work out the details and logistics.

### Drop-off or Leave-Behind Literature & Samples

- If you have samples to drop off, be sure to do so outside and encourage a homeowner to use a disinfecting wipe before handling them.
- Consider dropping off a branded envelope with the following items for homeowners to look over. Schedule time to review the documents over the phone or in a virtual meeting.
  - Company brochure with all of your services, referrals, previous jobs
  - Business card with your contact info (Include staff photos if possible)
  - Draft/sketch of what their deck would look like
  - Proposal/Quote
  - [TimberTech Catalog](#)

### Virtual Meetings

- Download Zoom Video Conferencing to start doing virtual calls! (<https://zoom.us/pricing>)
- You can also FaceTime, but the quality seems to be better with video conferencing services.
  - Be sure to do a test run before meeting with a homeowner to make sure sound and video are working ok.
- Be sure to have a polished appearance during these meetings.
  - Wear a branded shirt if you have one.
  - Be sure the background of your camera view is presentable and tidy.
  - Make sure there are no abnormal noises in the background that might be distracting.

- Be prepared with digital resources to show on the screen during the meeting.
  - Have the appropriate tabs, documents or videos open prior to starting the meeting
  - When you normally may be pointing to a physical board sample, you may have to show them the board or railing from [www.TimberTech.com](http://www.TimberTech.com) instead. Here is a link to the [TimberTech Online Catalog](#) as well.
- Send a follow up email the day after your virtual call to stay relevant and top of mind for your customer. You can recap what you talked about during the meeting.

### Prepping Before Virtual Meetings

- If you haven't been to their house already, customers can measure their own spaces with your direction.
  - You may recommend this app if they don't have a tape measure handy, they can [measure from their phone](#).
- Ask homeowners to send you pictures of their home and any ideas for inspiration they may have ahead of the meeting. Use this as a reference as you discuss style, color preference, etc.
- You can prompt homeowners to [order FREE samples](#) from TimberTech.com before any meetings so that they can see the products for themselves as you talk about the benefits

### Online Presence

- Be sure that your website and online portfolio are in tip-top shape as this may be the only way of showing off your work for the time being.
  - Be sure to have an image of yourself on your website for an approachable first impression.
- If you don't already have social media sites, start accounts on Facebook and Instagram. These are great resources to help show off your work and gain new business.
- Check with your TimberTech sales rep to make sure that your TimberTech.com profile is 100% accurate.
  - If you don't have a TimberTech profile, sign up for our [Loyalty Rewards Program](#) to set one up.
- If you haven't already, register your business on Google My Business. [Get started here](#).

### Proposals/Quotes – Virtual Signatures

- Sign up for [DocuSign](#) to be able to get signatures on proposals virtually.