

Marketing

- Don't believe everything you hear from the national media. Things are rarely as good as they seem or as bad as they seem.
- Stick with your marketing plan, cutting it may be the easiest short term savings, but is the worst decision you can make.
- Reconnect with old customers, stay in touch with current customers, they are the lifeblood of any business. If you have loyal customers, it costs less to keep them to replace them.
- Market any tax breaks in new legislation that may help sell your products.

Customer Service

- Offer enhanced services if possible.
- Take this opportunity to train/retrain employees.
- Keep your conversations with employees and customers positive.
- Take advantage of training opportunities through your local Chamber of Commerce.
- The best customer service training is the leadership of management. Staff will reflect the customer service they see exemplified by owners and managers.

Retaining employees

- Set the tone for your business, if you talk bad economies and bad markets, your team will believe it.
- Look for alternative ways to reward your employees, encourage creativity, start a wellness program, offer time off for charitable or volunteer work.
- Consider more flexible scheduling.
- Enlist ideas, employees directly involved with customers often have great ideas for new services or products.

Promoting Kearney Area Chamber of Commerce Members

- If you don't carry a product or service a customer requests, suggest another Chamber Member who may be able to assist them. Let's keep them here at home instead of looking out of town or via the Internet.
- If you and your family need a product or service, shop your fellow Chamber members first. Use the Chamber Membership Directory or the on-line directory at www.kearneycoc.org.