



Virtual Connect Zoom Meeting
Wednesday, March 25, 2020
10:30-11:30am

In Attendance:

Melissa Koren, Speaker from You're A Big Deal
Susan Gold, Speaker from MJM Associates
Susan Frampton, Comcast Business Services
Rebecca Blichmann, Comcast Business Services
Grace Marchese, Complexions Medical Spa
Lisa Keslar, Keslar Insurance
Jennifer Wheeler, President, Exeter Area Chamber of Commerce
Bobbi Vandenbulcke, Dir. of Member Partnerships, Exeter Area Chamber of Commerce
Kim Lindquist, Facilitator, Exeter Area Chamber of Commerce

Agenda

1. Introductions were made by all attendees
2. Rundown of What the Chamber has done
 - COVID-19 Resources Page on Chamber Website
 - Business Impact Survey-link has been updated and is active
 - Shop Local Rewards Program Page on Chamber Website and many more important updates
3. Tip of the Week & Discussion - Work ON Your Business
Online Presence - most local retailers don't have a way to sell gift certificates or merchandise online.

Discussion:

Melissa - The two most important items to have online:

- 1) Photo of You - get that human element, that's important for people to know you're there for them and build trust and remember, people will do business with people they know and trust. This will pave the way to creating a relationship.
- 2) Call to Action - Purchase an item, or perhaps a pop-up "For More Information" or a request for contact information.

How businesses can stay engaged and set themselves apart:

- Reach out 1-1
- Use Facebook messenger or Instagram
- Send personal email
- Make phone calls
- Don't just be dumping info for the masses.
- Check in on clients
- Make it more unique/connected.
- Videos/showing your face
- Pivot but don't capitalize on the situation

3 Parting Thoughts from Melissa:

- While pivoting is essential right now, don't pivot your core message or values - lean in and connect even more. Show up thoughtfully and stay true to your mission, don't capitalize on a crisis.
 - Don't use codes like free shipping with covid19, it can come across as capitalizing on a crisis. Use more thoughtful codes and discount techniques.
- Social media can be overwhelming right now. It's ok to mute or unfollow people that aren't aligning with your focus and purpose.
- Stand out by making one on one connections with customers instead of just throwing everything you can think of out there and seeing what sticks. Voice messages and video will go a long way right now.

Susan - To start processing online now, this is what you'll need:

1) the last three (3) months of credit card processing statements and include December's statement as well. December may have increased charges for the next year, or once a year charges on it.

2) Consult with your current credit card processor on if there is a swipe charge, or where is the break for your business is. (Square, Pay Pal or Credit Card Processor)

3 Parting Thoughts from Susan:

- If you are currently taking credit cards, use this time to **review statements for unusual charges** and work with your processor or a consultant to determine if you are paying more than you need to.
- A quick way to **offer gift cards** is through Square (as well as helping you set up credit card processing.)
- Ask your processor if they have **online/website processing** capabilities to leverage your website to take payments.

Next Week: Elliot Evans will be Guest Speaker talking about Financial Planning for Business Success Now and in the Future.