

# Tips For Using Downtime During COVID-19 Crisis



## RESEARCH WAYS TO IMPROVE YOUR BUSINESS

Whether it's process improvements, training, looking into new equipment such as a Magni that can help save you money and be safer, or new business divisions use the extra time this crisis is giving you to research new ways to improve and expand your business.



## SPEND TIME ON MARKETING

Spend time on stuff you usually don't have time to do.

For example, spend more time on marketing. Be ready to ramp up once this crisis is over. Create new collateral and content during this downtime.



## SPEND TIME CULTIVATING NEW BUSINESS RELATIONSHIPS

Just because we have to social distance, doesn't mean you should stop meeting people.

Utilize virtual happy hours and Facetime to continue to meet and cultivate new business relationships.

## PLAN FOR UPCOMING PROJECTS

Don't wait! Start planning now for upcoming projects. Plan for what to do with delayed projects too, don't let the added work sneak up on you

Coordinate now with subcontractors and vendors to update project schedules and deliveries on any delayed projects.

## CATCH UP ON MAINTENANCE

Use extra time to catch up on equipment maintenance that you'd been putting off due to time constraints.

Make sure all your equipment is ready to go once everything begins returning to normal.



## RESEARCH AND APPLY FOR FINANCIAL SUPPORT

Federal and State governments are coming up with relief packages to help businesses that are losing money due to COVID-19.

Do some research on the different options available to you, and work on applying.

