

5 WAYS TO PREPARE TO REOPEN



RESOURCE GUIDE PROVIDED BY THE ROBINSON CHAMBER OF COMMERCE

COVID-19 has impacted every business in our community differently. In this guide, we'll walk you through a few steps your business should consider as restrictions are lifted across Illinois and as our community begins to reopen.

As your business adapts to the new normal, focus on the most reputable, reliable sources to find the right guidance for your business. Visit the [State of Illinois Coronavirus \[COVID-19\] Response](#) website for additional details and please remember to follow all current state, county & city ordinances and orders.



[Updated May 22, 2020]

EVERYTHING STARTS WITH A PLAN



Make a list of your current business processes and procedures that will require modification before opening [back to a new normal] and create a written plan of action for each. Several points of the plan should be referenced in advertising efforts to show you are serious about customer and employee safety. Call it your 'COVID-19 Safety Plan', or something similar, then review and revise as necessary. Create a project punch list that includes new protocols, safety procedures, social distancing, and marketing and discuss these with your staff members to ensure every point is understood.



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1

RESPECT SOCIAL DISTANCING



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

Personal Protective Equipment [PPE], including face masks, gloves and eye protection may be required. If you do not have any, begin price shopping and purchase now.



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2 CUSTOMER INTERACTION



Some of you may do business by appointment only. How can you make it easier for your clients to schedule online for your services?

- Review your inventory of business supplies and add relevant items in anticipation of changes [based on your plan]. For example, will hand sanitizer and hand cleaning stations be needed or expected by your customers?
- Consider whether you need to rearrange your store layout, install physical barriers at check out location[s], separate dining tables or seating, adjust foot traffic patterns, revise restroom or dressing policies as you prepare to keep staff, consumers, and yourself safe.
- Curbside pick-up locations should be clearly marked, fast, and accessible. Even though your doors may be open for traffic, people may still be cautious and will appreciate these conveniences.
- Create professional-looking flyers and signs NOW! There are many options [both professionally or self-made], and your Chamber team can help you find easy, quick solutions.



3 CREATE A NEW CLEANING SCHEDULE



Consumers will notice if your store is clean, organized, and safe to enter. Revise your cleaning/sanitation plan and have all the necessary items needed to ensure the ongoing safety of everyone who enters your business. Create a formal cleaning/sanitation schedule and add it to your daily calendar and make sure your staff is fully aware and able to comply to the new procedures. Include inspection times and checklists for quality control.

- Keep cleaning supplies visible to your clients and customers. Have a goal of always smelling fresh and recently cleaned.
- Provide easily accessible disinfectant wipes.
- Consider having a professional company do a regularly scheduled deep bacterial cleaning.
- Post your cleaning plan so that it's visible for everyone who enters to see the steps you're taking to ensure ongoing safety.



4 ADVERTISE YOUR COVID-19 PLAN



As businesses begin to reopen, consumers will look for companies sharing their COVID-19 safety plan. Big franchises, as well as other small businesses that have already remained open, have executed this very well, and for some, it has increased their revenue. When you begin to advertise that you're open again for business, follow it up with your plan and protocols. Consumers will take notice and know they are entering a safe environment.

- Update your website, all social media accounts, and any other advertising channels, so your COVID-19 plan is easily found.
- Make videos showcasing your 'COVID-19 Safety Plan' in action.
- Have flyers or other handouts listing items available for delivery or curbside pickup.
- Ask customers for online reviews and let them know you'll appreciate them mentioning your store's cleanliness.
- Have fun with this process. Show pictures of you/your staff cleaning, smiling and happy to be open again.
- Plan a GRAND REOPENING event and make it fun!



5 RESPECT THE PROCESS



The process of reopening will continuously be revised as our leaders evaluate the current environment. Many people are ready for business as usual, but many others will remain cautious [some overly so] for quite some time. If you cater your plan to the cautious, all consumers will respect your new procedures.

The lack of a 'COVID-19 Safety Plan' will undoubtedly cause a loss of some consumers. The faster we adhere to safety protocols, the quicker we will get back to business as usual.



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YOUR CHAMBER IS READY TO HELP



Normalcy is not going to happen overnight. Normal for you moving forward may look very different from what it looked like pre-pandemic. Your journey back to the volume of customers you had before may take time, but all your business can do is keep learning, growing and evolving as new information becomes available.

We are ready to help you whenever you need us! We have been offering weekly content to assist with marketing, sharing important information, providing one-on-one consulting and so much more.

We are looking forward to seeing everyone soon and until then, please remember to visit our [website](#) and [Facebook](#) or [Instagram](#) pages for the latest business resources and community information.

We appreciate you very much!



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