

# EAGA Business Builder

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March 24, 2020

Today's virtual presenter was Mark Tobiassen—Action Coach Business Coaching



Actually, Mr. Tobiassen did double duty today. Through the magic and confusion of technology, there were two virtual meetings, and two presentations. One at 7:00am and a second at 8:30am. Thank you Mark for this flexibility, and the valuable information. And also a 'Thank You' to Jukka Jumisko—WSI Web Enhancers for arranging the teleconferences. At the meeting, Mark provided a list of 12 steps that you should take right away in order to minimize the negative impact of the situation, and maximize the potential for a positive outcome when the circumstances are resolved. A brief summary of those steps are listed below, however you can watch a video of the full presentation via a recording that Jukka was kind enough to upload to YouTube (link <https://youtu.be/d29cLJFckI4> ). The steps: 1. Communicate with your team; customers; suppliers; network; community. 2. Be Positive Panic and worry never helps; Look for small wins every hour; Sometimes less news is better. 3. Know the Cycles. Summer; Fall; Winter; Spring. Metaphors for the phases of innocence, exuberance; reverence; and perseverance. 4. Change. Do what you can to get ahead; Change anything needed. Products, services, pricing, delivery, staffing, even the whole business. 5. Cut back. Retain cash on hand; Where can you reduce outlays; Re-negotiate loans and arrangements; Slow down or postpone things as prudent; Keep marketing and selling. 6. Extend credit. Get it now while they are still lending; Credit lines and credit cards; Personal ones as well; Re-finance if you have to; get the lowest rates available ASAP. 7. Staffing Cuts/Changes. Take vacations if possible; Cuts all at one time or by attrition; Pay cuts are an option; Suspend bonus programs. 8. Work from home. Technology needed; Meeting and reporting maintained; Customer service; Banking and mail; Communications. 9. Online services or deliveries. You may need to add delivery services; online or phone ordering; monitor need for staffing changes; People won't come to you, you will need to go them; packaging needs; set up accounts; communications with customers. 10. Market and Sell. You have to keep marketing; Increase not decrease; Negotiate rates for materials and supplies; Create new offers or rates; get cash up front. 11. Repeat Business. Existing Customers are your best customers; Create Deals just for them; Bulk buys –cash up front; Keep those customers at all costs; Communication is vital. 12. Common sense and compassion. Over deliver on customer service; Clean and don't touch; Provide sanitizer; Be nice-and calm. The listed items are only brief, and probably sometimes confusing. When you have time listen to the full presentation (only about a half hour) via the YouTube channel <https://youtu.be/d29cLJFckI4>

Since the Governor's 'stay at home' mandate is still in affect, we will not be able to have our, what used to be, normal in person meetings, so the web versions will continue until further notice. The link to the Tuesday morning meetings will be the same as it was for last week. It, along with other pertinent data, is provided in the box on page 2. The link noted in that box, and in Mario's email from yesterday, is a second version that also contains an extra security check via Action Coach website. The link will work with or without that extra data, so you can use the one there, or the one that may already be cached in your computer's browser. Tuesday's meeting will start at 7:00am MDT. The presenter this week will be Randy Baker—DRB Electric (& Rio Bravo Brewing). Randy will, no doubt, have two separate perspectives on the current situation. One from the view of a business that tries to serve other businesses that have to close their doors for an unknown period of time. The second, from the brewery/food service view of staying open, but with modified staff; different production and delivery; and a level of disinfecting and cleaning that is a lot higher than the already high amount that was previously the standard at his facility. Please set your Tuesday morning alarms to have enough time to be ready for connecting to the on-line meeting no later than 7:00am. If you are going to leave your computer camera on, please give yourself enough time to get properly situated with the pajama bottoms and fluffy slippers out of view. It is likely that, before Monday evening, you will receive at least one more reminder of the meeting time and web address. With consistent information among the various notices you will have received about the upcoming meeting, this time around it will be difficult to tell which members pay more attention to the bulletin, and which pay more attention to our Executive Director. Meeting participation on the 17th indicated that, it was approximately 50-50. 😊

Contact information for Executive Director: Mario Hernandez

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**EAGA Tue, Mar 31, 2020 7:00 AM - 8:00 AM (MDT)**  
 Join the meeting from your computer, tablet or smartphone.

[\[safelink.actioncoach.com\]https://global.gotomeeting.com/join/940475581 \[safelink.actioncoach.com\]](https://global.gotomeeting.com/join/940475581)

You can also dial in using your phone.

United States: **+1 (646) 749-3112**

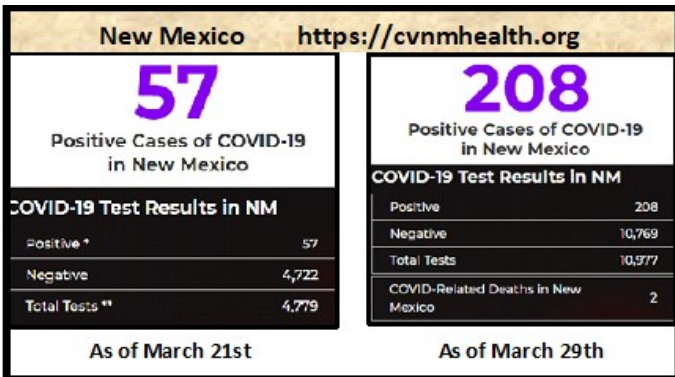
Access Code: **940-475-581**

**Reciprocity:**

Thank you to Karl Kirsch, of O'Malley Glass, for his immediate response to a small problem with one of my doors at our offices. He came out to our building personally and repaired the door lock. Thank you very much, Karl !!

- John Menicucci—Berger Briggs Real Estate and Property Management

**COVID-19 Statistics Changes in the last week**



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