

Survive and Thrive

Supporting your
customers through these
challenging times

LIVE WEBINAR



Agenda for today's webinar

- **Housekeeping**
- **In today's webinar you will discover the following:**
 - The value of supporting your customers by having good insight
 - The opportunities you can create by having the foresight
 - The importance of re-educating your customers about your products and services
 - Being agile and thinking differently to attract new customer opportunities
 - Additional tips on how to lead your team through these challenging times




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Survive and Thrive

Supporting your customers through these challenging times

LIVE WEBINAR



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Questions

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Webinar ID: 275-918-366

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Presenter



Colin Wilson, Director KBA



Mission & Purpose

Our **Mission** is to take businesses from Good to Great

Our **Purpose** is to take customers on a journey to help them improve their business through all aspects of employee engagement and performance



A woman with blonde hair and glasses, wearing a patterned jacket, is pointing at a whiteboard with a diagram. A man with a beard, wearing a light blue shirt, is looking at her. The whiteboard has a diagram with a circle and some text. The background is a plain wall with a small framed picture.

TOPIC 1

The value of supporting your customers by having good insight



Understanding customer insight

Having good insight is not about what YOU want for your business to survive, it is about what your current, and new potential CUSTOMERS want in today's market, especially under the pressures of COVID-19.

Question: Right now, are your products and services still relevant? I.e. What can you push more of today, and what can you park for the time being?

We have all been put into a reactive situation with COVID-19. Having good insight is about what your customers are looking for today (Right Now), and what is going to help them get through to the other side of COVID-19?

Having good customer insight



- What products or services can you offer today? These are the most relevant products or services that will support your customers through these challenging times.
- Think about how they would want to connect and deal with your company today.
- What can you do to keep your business in front of your customers so you stay 'top of mind' for when they need you?
- What innovative ways can you stay ahead of your competitors?
- What have you done to ensure your customers know you are still trading?
- All of the above is about thinking differently and refocusing your energies!

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TOPIC 2

The opportunities you can create by having the foresight

Understanding customer Foresight

Having good foresight is all about thinking differently and not about what your customers want today, but what they want in the future.

We are already seeing businesses change the way they do business, due to the pressures and restrictions of COVID-19.

If you want your business to survive through this situation and come out on top on the other side, then you really need to have good foresight.

You need to think about what you can do to take advantage and disrupt the market with your competitors!



Having good customer foresight

- What will your customers want post COVID-19?
- What will your company need to do to stay ahead of your competitors?
- What does the future look like in how your customers will want to connect and deal with your company?
- What future products or services do you need to develop or invest in to maximise return on investment (ROI) as you come out the other side?
- What are your innovative ways of thinking to stay ahead of your competitors?
- Again all of the above is about thinking differently and refocusing your energies!



Tips for creating good foresight opportunities

My tips:

- Ask your customers ‘What do they need from US (your company) right NOW and in the FUTURE?’
- Ask your team the same question ‘What do they think our customers need from us NOW and in the FUTURE?’
- Look at what your competitors are doing poorly
- Look at what your competitors are excelling at
- Start packaging up your new ideas and incentives for customers to invest into your new offerings
- Think about ways you can educate your customers about what’s coming and how you can market these foresight opportunities
- Think about how can you make life easier for your customer to deal with you
- You must demonstrate to your customers that you care!
- Again all of the above is about thinking differently and refocusing your energies!

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TOPIC 3

The importance of re-educating your customers about your products and services

The importance of re-educating your customers about your products and services

My tips:

- Don't assume your customers know everything about what you have to offer
- You may have a product or service that was not as relevant pre- COVID-19 and now it is very relevant
- Concentrate on what you are good at and known for
- Showcase your business
 - ✓ Social media
 - ✓ Blog/ Newsletters
 - ✓ Direct emails
 - ✓ Phone calls
 - ✓ SMS
 - ✓ Webinars
 - ✓ Postcards
 - ✓ Gifts
- Again, all of the above is about thinking differently and refocusing your energies!



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TOPIC 4

Being agile and thinking differently to attract new customer opportunities

Being agile and thinking differently to attract new customer opportunities

- Staying focused with the way you think during COVID-19 will either make or break your business.
- Your leadership has to stand out in front of your team; you need to be agile, and you need to think differently to attract new customer opportunities. This may not pay off now, but you know it will pay off post COVID-19.
- More so than ever before, the power of referral, endorsements and putting your company out there will have big pay offs in return.
- Please note: This can also be damaging if you fail on your promises and delivery of excellent customer service.



Being Agile...

Being Agile Means:

- Shifting with the times and moving quickly
- Making decisions now for the benefit of the business
- Investing in what is needed that is going to increase productivity and make things better for everyone
- Being instrumental in the way your company can deliver on your products and services
- Having team input and collaboration that supports the decisions of the business
- Using your staff's core strengths for benefit of the business to create better customer output
- Getting out of your comfort zone and going for it
- Having the mindset for a different way of thinking



Think outside the square...

What I have seen that stands out:

- Business owners taking ownership at the forefront of their business demonstrating true leadership
- Companies who have put things in place for customer and staff safety
- Companies who are trying to help their clients as appose to try and sell to them
- Companies joining forces together with other business partners/ alliance partners to become more helpful and powerful together
- Companies who are trying to make it easy for the customer to contact them i.e. Phone, e-mail, Calendly, Blogs, Website etc.
- Companies who have great staff that are supporting the business through and through to get to the other side of COVID-19
- Customers who are checking in on their suppliers who they engage with wanting reassurance that they are OK, which is good collaboration/ partnership!



What KBA has done since COVID-19 hit

What we have done to survive:

- Survive and Thrive Campaign
 1. **Series of Webinars**
 2. **Showcase our customers**
 3. **Offered free 15 min advice chats through Calendly from our website**
- KBA HR Manager sources and educates our HR Team so our HR Team are offering accurate advice
- KBA HR Consultants/ Advisors provide the right advice to our customers in need to help them make the right decisions which also includes getting them involved in having the conversations, doing the documentation and supporting our clients from start to end
- KBA HR Administrator supporting the HR Consultants/ Advisors with what is required to make it happen for our clients
- KBA Marketing is driving our Webinars, Social Media and Blogs to be at the forefront of our industry
- Me: I am in the drivers seat everyday being at the forefront of my business keeping everyone in their lane and driving the best output for our clients

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TOPIC 5

Additional tips on how to lead your team through these challenging times

My tips on how to lead your team through these challenging times

- Open communication on what is happening with your business and where things are at
- Communicate to them everyday as a team
- Check in with them, one-on-one – Are you OK?
- Create projects with a start and finish time and celebrate the wins
- Make sure your team stay in their lane and not lose focus
- Team shoutouts on every good success story
- Make them feel good, make them safe and push them out of their comfort zone
- Thank them for going above and beyond
- Let them know your responsibility as a leader is to keep them engaged and employed
- Ask them for good insights and foresights to keep you in business
- Create a post COVID-19 celebration as a team “thank you”!





Any Questions?

**Call KBA on 1300 4 ADVICE
OR
EMAIL US AT
INFO@KEYBA.COM.AU**





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with any one from our
HR Team Click Here
www.keyba.com.au](#)



[Book a Free Chat through Calendly
with Colin Wilson click here
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Survive & Thrive

KBA Initiative



<https://keyba.com.au/survive-and-thrive-a-series-of-webinars/>

Call 1300 4 ADVICE or email info@keyba.com.au for more information

Next Webinar

'Business after COVID-19 : Getting you back on track'

4th May, 2020, 1pm-1.45pm

- Getting through these challenging times with all the confusion
- Using your Accountant to help identify better income streams
- Understanding better initiatives that can help rebuild your business
- How to get your business back on track without being distracted by COVID-19
- Why you must communicate and engage with your team of advisors



Proven Business Performance

<https://attendee.gotowebinar.com/register/4620278008097344013>

Call 1300 4 ADVICE or email info@keyba.com.au for more information



PSA

Protect yourself and your family

Cover your cough and sneeze



1 **COVER** your mouth and nose with a tissue when you cough or sneeze.



2 Put your used tissue in the rubbish **BIN**.



3 If you don't have a tissue, cough or sneeze into your upper sleeve or elbow, **NOT YOUR HANDS**.



4 **WASH** your hands with soap and running water. Dry your hands thoroughly with a disposable paper towel.

Stay germ free and healthy



Stay Safe!

Thank you for attending today's webinar.



Call KBA on 1300 4 ADVICE for any advice or go to
www.keyba.com.au