



3 WORDS TO GUIDE A BUSINESS RE-LAUNCH

In these uncertain times, the one thing I know for sure? Business will be returning and you will want to be ready! When making adjustments to your business, here are three words to focus on:

Identify:

- How do employees and clients feel about returning to your business? Ask what will make them feel more confident and comfortable. Also ask vendors if they can provide the materials goods needed for the next few months.
- Go through the clients' experiences and identify "pain points" that need to be re-imagined: Are employees crowded in the kitchen? Where will guests wait for their table? What items are touched most often? What services are no longer valuable?
- Now it is also crucial to calculate your costs. Be confident that the items you sell are priced to still make a profit.

Simplify:

- Streamline menu items, products, services, seating, and rooms for sale. For now, limit offerings to ensure quality.
- Evaluate pricing to be competitive but not so inexpensive you can't afford to pay bills or your staff well.
- Concentrate on maximum guest impact with minimum guest contact. Keep employees apprised of plans and make sure you are training teams to feel prepared each day.

Modify:

- The fact is, we don't know what's going to happen next. We can guess, we can plan, but in the end, things will come up that we are not expecting. This crisis is testing our flexibility.
- Be prepared to make rules one day and change them the next! No one will fault you for not knowing what's going to happen - as long as you're honest from the beginning - set expectations properly.
- Listen to client suggestions and get employee feedback every day to learn what will make the business run better. Know that in time, it will get better. ¥ \$ € £

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WHAT'S NEW AT PROFITABLE TO TRAIN

For over a decade, Profitable to Train has been giving clients personalized training, evaluations, and consultations for all aspects of service and sales. These on-site services will continue as it becomes safer to travel once more, but due to the COVID-19 pandemic, there is a need for new options. Good service is a hallmark of excelling in your industry. Profitable to Train is now going to offer more options for clients.

Speaking Events: My career has given me the opportunity to teach the best in their field how to effectively communicate, and sell to a multi-cultural clientele. I am available to book for interactive, inspiring, and entertaining speaking events for your business members too on a variety of topics. I have a background in the performing arts, have many experiences to draw from, have entertained audiences large and small, and can promise an impactful session.

Remote Coaching: All industries have significant losses due to the Coronavirus halting face-to-face operations. Remote Sessions offer my services as a coach, consultant, and trainer so clients can continue maintenance, and preparation for their business to adapt and re-launch. Join me remotely as we develop strategy for securely re-opening your business. The world is different today because of factors that are out of our control as business owners, but perseverance is possible and *profitable*. ¥ \$ € £

Keep in Contact! For more details on the services listed here, or to schedule an appointment, please visit my newly designed website at <https://profitabletostrain.com/>. Fill out the form, or use the calendar on the Contact Us page <https://profitabletostrain.com/contact-us/> to start exploring the future of your business. Also, please sign up my bi-monthly newsletter that will keep you up to date with important industry developments. Looking forward to hearing from you, and as always, have a *profitable* day!