

SELLING ONLINE DURING THE CORONAVIRUS PANDEMIC

#COVID19 #NCOV #CORONAVIRUS

In times like these it's important to understand your customers priorities have changed. Now is the time to shift your sales approach to a more subtle strategy. Remember it's ok to sell, just make sure you're aware of what's going on around you.

BE PREPARED

A Business Continuity Plan (BCP) is a plan that outlines processes and systems to help you prevent and recover from potential threats to your business.

In this case where coronavirus (COVID-19) is involved, a Business Continuity Plan (BCP) plan will help you to:

- **Protect** your employee
- **Minimise** the risk of your business spreading the disease
- **Ensure that plans are in place** in case any of your employees are quarantined or infected
- **Ensure alternative arrangements** with your customers, suppliers, and any other relevant parties so that your business can continue to operate

Your coronavirus (COVID-19) Business Continuity Plan (BCP) should include the following:

- Human resource, customer, and supplier management
- Processes and business functions
- Internal and external communications

It important to understand your visitors are become **conscious consumers**.

Here's a couple of tips for selling to these types of consumers:

- **Be Helpful** - Giving even a small portion of your profit demonstrates your organization has a world view. And while donating to our healthcare front liners is noble, all non-profits are struggling right now.
- **Be Tactful** - Unjustly using fear as a sales tactic can backfire. The fundamental goal of your customer problems remains unchanged, just adjust your approach to match the current environment.
 - Don't remain in "Sell" mode, especially on social media.
 - **ABSOLUTELY** don't inflate product claims or use COVID-19 as to frighten people to buy your products. If you're selling a COVID related product, just stick to the facts.
 - Don't offer FREE toilet paper or hand sanitizer if people purchase. If you have extras, sell them at market rates or donate them.
- **Be Direct** - Assume your readers don't have time to search through documents looking for nuggets of information. Remove non-essential text in product descriptions and summarize features in bullet points.

Offer Financing

Basics needs is the primary focus right now so the products you're offering may not be top-of-mind. Therefore be creative by offering a financing option at checkout.

PayPal Credit

PayPal Credit allows your customer to purchase products today and make monthly payments. They offer no interest on purchases of \$99 or more if paid within the first 6 months.

If you are using PinnacleCart for your store, upgrade to the latest version and activate PayPal Commerce to begin accepting all PayPal Payment Methods.

Highlight Your Response

At times like these it's best to address the elephant in the room. If you implement social distancing and/or work from home policies be sure to communicate any delays because of these policies. Don't worry, your customers will understand.

Offer Video Conferencing

Why not give your customers a more personalized experience? Most of us today are dealing with shelter-in-place orders and offering online video chat to answer questions will not only improve sales, it's a great way to increase customer satisfaction.

Business Slowing Down?

Stay positive. A slow period is just another name for opportunity.

1

Review your marketing

Once this is over, what can you do better from a marketing perspective?

2

Revisit your business model and processes

No company does everything right, how can you improve? Now is a good time for reflection, refinement and redesign.

3

Work on Strategic Planning

Is your company on target? Are there new things you should be considering?

4

Ask for Help

Now is the perfect time to join an online business group or association.

5

Take some down time

Yes, it's ok to take a little rest. With all that is going on in the world, you need to checkout. Sometimes to stay sharp.

6

Consider new offerings

What other items can you be offering to your customers?

7

Upgrade your store

Now if the perfect time to upgrade and/or redesign your online store. Reach out to your platform provider and make sure you're on the latest and greatest version.

And above all, remember to practice social distancing and limit your exposure to people you're not familiar with.

Sources:

<https://www.storehub.com/blog/coronavirus-covid-19-business-owner-tips/>

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<https://www.sirusdecisions.com/blog/tips-for-selling-in-age-of-pandemic>

<https://acquire.io/blog/implementing-video-chat-can-business-next-level/>

<https://www.inc.com/erik-sherman/28-positive-things-you-can-do-when-business-is-slow.html>

Ready to accelerate your online sales? Try PinnacleCart for FREE. No credit card required.

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