



THE FIELD GUIDE TO

CONQUER

C  **VID-19**

IN YOUR HOME SERVICE
BUSINESS



CONQUER COVID-19

NAVIGATE FROM THIS PAGE
(click through the titles)

	PAGE
I. Introduction	3
A. Purpose Of This Document	
B. What Is COVID-19?	
II. Service Industry Leaders	4
A. Evaluate	
B. Educate	
C. Prepare	
D. Opportunity vs. Fear	
III. Preparation	6
A. Finances	
B. Supply Chain Disruption	
C. Clients	
D. Employees	
IV. Marketing/Sales	11
A. Offer Solutions	
B. Special Packages	
C. Public Relations	
D. Redirect Sales To Later In A Year	
V. FAQ's	14
FAQ's For EMPLOYERS	
FAQ's For EMPLOYEES	
FAQ's For CUSTOMERS	
FAQ's For Your COMMUNITY	
FAQ's For SUPPLY CHAIN PROVIDERS	
VI. About Conquer	24

CONQUER COVID-19



[Back to Main Page](#)

I. Introduction

The 2019-2020 coronavirus is currently an ongoing global health emergency. The virus first emerged in December 2019 in Wuhan, China, and by mid-January 2020 had migrated to the United States.

While the global response is increasing, this pandemic poses both risk and opportunity for Conquerors in the cleaning industries - most specifically house cleaning and exterior cleaning.

A. Purpose Of This Document

The purpose of this Guide is to position home service business owners to best respond to this crisis and opportunity. This guide seeks to help you take your business, employees and customers through this evolution by focusing on 3 core contingencies: Preparedness, Business Continuity, and Response.

Topics include:

- Market positioning;
- Mindset;
- Preventative steps to preserve physical health;
- Q&A for staff and customers as well as templates to reach out to the press;
- Mitigating financial impacts and supply chain disruption.

Ultimately our goal is to ensure home service business owners adapt to and overcome the hurdles of this crisis with a secondary goal of evaluating business opportunities.

B. What Is COVID-19?

The “novel coronavirus” (simply meaning a new coronavirus), commonly referred to as coronavirus, is a respiratory disease. The virus has been given an official CDC designation of SARS-Cov-V-2, and the disease the virus creates has been given the official CDC designation COVID-19.

CONQUER COVID-19



[Back to Main Page](#)

The most common symptoms of COVID-19 are fever, shortness of breath, and dry cough. Some patients may have aches and pains, nasal congestion, runny nose, sore throat or diarrhea. These symptoms are usually mild and begin gradually. Some people become infected but don't develop any symptoms and don't feel unwell. Most people (about 80%) recover from the disease without needing special treatment. Around 1 out of every 6 people who gets COVID-19 becomes seriously ill and develops difficulty breathing. Older people, and those with underlying medical problems like high blood pressure, heart problems or diabetes, are more likely to develop serious illness. People with fever, cough and difficulty breathing should seek medical attention.

The CDC issued these recommendations : <https://www.cdc.gov/coronavirus/2019-ncov/downloads/workplace-school-and-home-guidance.pdf>

II. Service Industry Leaders

“Everything rises and falls on leadership” - John Maxwell

Effective leadership is crucial in times of crisis. COVID-19 has presented challenges across all industries and one of the most effective strategies to manage the current threat, is to possess the proper mindset, coupled with a well thought out action plan.

The Service Industry, particularly those in the cleaning arena, have the opportunity to rise to the occasion by demonstrating strong leadership both locally and globally. Simply defined, leadership is influence. People follow whom they respect.

It's important to note that we are all uniquely wired as to how we handle stress and process information. Social media platforms bear witness as to the varying degrees of where people land on the spectrum of concern. There are currently many unknowns in respect to COVID-19. So it is imperative that we approach COVID-19 cautiously.

In the absence of leadership and constructive dialogue, people will begin to write their own narrative. Our job as Service Industry Leaders is to first frame our own mindset properly and then lead our families, businesses and communities through this difficult time.

CONQUER COVID-19



[Back to Main Page](#)

How do we lead with the proper mindset? It starts with understanding that we have the opportunity to provide solutions, rather than promote fear. Regardless of how we personally perceive the current situation, our actions along with our words will become our legacy of the COVID-19 pandemic. How do you wish to be remembered when life gains equilibrium again? The following areas will help you frame and develop a leaders mindset.

A. Evaluate

The environment is changing daily, and at times even hourly. There is no shortage of “professional” opinions on the trajectory of COVID-19. Leaders should be evaluating the latest credible statistics and making decisions based on the most current information. This pandemic has the potential to cripple supply chains, limit movement and impact the economy. Leaders are tasked to see things from a higher perspective. You need to consider how this new environment will impact your employees, customers and supply chain both short and long term.

B. Educate

Educate yourself on the topic of COVID-19. Information and knowledge are two different things. Consuming misinformation and then redistributing that misinformation will greatly impact your sphere of influence, which causes the ripple effect of misinformation. Knowledge is defined as facts, information and skills acquired by a person through experience or education. Leaders educate themselves and their communities. Educate, don't speculate! Leaders are responsible for the information that we disseminate. Ask yourself, where did I source the information and how will this impact others?

C. Prepare

Calculated systematic preparation is critical to the success of any plan. Leaders should prepare a contingency plan, also known as a Crisis Management Plan, for all areas of their business. Preparation is a result of asking, “what if...then what”. Creating a basic action plan early will lend itself to clarity and better decision making, should you become temporarily overwhelmed. Keep a positive mindset as you evaluate your current situation and write down the necessary action steps to move forward. Leaders are proactive.

CONQUER COVID-19



[Back to Main Page](#)

“Proactive people are driven by values - carefully thought about, selected and internalized values.” - Stephen Covey

D. Opportunity vs. Fear

As socially conscious entrepreneurs, we can view the COVID-19 pandemic through the eyes of opportunity or that of fear. Choose opportunity! You may face difficulty but don't let it define you or your business. When challenges arise, choose to be a victor, not a victim. You control your thoughts. Your thoughts shape your actions. Your actions drive your destiny. COVID-19 is an opportunity for you to display leadership, contribute back to your community and provide the necessary services to customers in need. Leaders understand the importance of having a positive mindset and how our actions must align with our words.

III. Preparation

Having the right plan in place in case of emergencies, great or small, is sound practice. Asking questions such as, “How does a shift in the economy impact my business”, “How do we prepare for a natural disaster”, and “What happens if XYZ happens” expand our thinking beyond just the immediate day-to-day function of our businesses and allows us to build contingency plans that allow our businesses to survive and possibly thrive in opportunities that arise.



A. Finances

1. Emergency Funds

- a. If able, set aside enough money to cover 3-6 months months of operating costs. Even if you don't use it for this crisis, this is a good way to get a reserve fund going for the next crisis. Consider setting up a dedicated account where you can auto-transfer funds monthly.
- b. Complete a detailed Profit & Loss Review: (What expenses can immediately be cut?) Should this event have a negative impact on your business, how much money will you need to set aside to cover your administrative/operating costs?

CONQUER COVID-19



Back to Main Page

- c. Liquidation: If you take a couple of hours to look around your office/ shop you'll be amazed at how many items (old ladders, retired equipment, unused assets) you could convert to cash. Post these on apps such as Letgo, Mercari, Craigslist, and Facebook Marketplace.

2. Consider Financing Options:

- a. Business Line of credit
- b. SBA loans: <https://www.sba.gov/funding-programs/disaster-assistance>
- c. Refinancing of high interest loans.
- d. Commercial equity loan: Do you own the building you operate out of? Tapping into the equity can provide you with the needed cash to make it through. If you need cash, refinancing a paid-off vehicle at a lower interest rate may be a better option than a higher interest loan

3. Re-evaluate Budget (contingency what if budget)

- a. Complete a separate budget illustrating different scenarios where sales are down.
- b. Project cash flow. If necessary, step up efforts to collect outstanding accounts receivable.
- c. Make cuts as necessary. (non-productive employees... etc)



B. Supply Chain Disruption

Identify essential business functions, essential jobs or roles, and critical elements within your supply chains (e.g., raw materials, suppliers, subcontractor services/products, and logistics) required to maintain business operations. Plan for how your business will operate if there is increasing absenteeism or these supply chains are interrupted.

1. Identify Consumables

- a. Soaps, chemicals, sodium hypochlorite, fuel, safety masks etc.
- b. Quantity, availability.
- c. What alternative products can be temporarily substituted and used?

CONQUER COVID-19



[Back to Main Page](#)

2. Project Consumables (lag time for delivery)

- a. Communicate with suppliers. Is there a potential for a delay in deliveries?
- b. How much in consumables are you using in a 30 day period?
Stockpile Inventory.

3. Locate Alternative Vendors

- a. Diversify the Supply Base
- b. Example Bleach: Univar, Brenntag, local pool supply companies.
When identifying these alternatives, ask them what their inventory on hand is, as well as any challenges they foresee with restocking. Can they deliver to your address specifically, if you are not in an urban area?

4. Make A Decision

- a. Could this crisis potentially affect your supply chain?
- b. How will this impact your business if you stay with a single supplier?
- c. If needed, take action and get a second supplier relationship going.



C. Clients

1. Education (website, text, newsletter, social media, video)

Avoid being sucked into the trap of feeling the need to be the sole source of information and education. Your job is to do YOUR job! Instead, point clients that may have questions about the outbreak to reliable sites such as the CDC (cdc.gov). Speak to the outbreak in communications - there's no ignoring it - but DO be a conduit by posting links to the CDC site and perhaps other local trusted official sites. We recommend creating a dedicated page on your website (Example: www.xyzcleaning.com/covid-19) and place a pop-up box on the homepage that directs to that page. On that page you can also state how your company is preparing, is mitigating risk of cross-contamination to employees and clients, and how what you do helps them navigate through this crisis.

CONQUER COVID-19



[Back to Main Page](#)

2. Scheduling Based On Supply Lag

You may experience supply chain lag. Chemicals that were once readily available may be slower to arrive to distributors and may only be available in limited quantity. It is imperative that you continually calculate projected consumption rates in order to have ample products for uninterrupted service. Carry a dedicated buffer amount of chemicals. Adjust scheduling at the first sign of any disruption or delay.

3. Extra Services

Think creatively of value added services that are not currently part of your business model or that you would not routinely consider. Clients will be looking for professional problem solvers. Think outside the box and create a list for consideration. Something as silly and whimsical as supplying a 4-pack of toilet paper at this time is getting remarkably positive feedback, but house cleaners can consider adding in doorknobs, drawer pull wipedown, etc.



D. Employees

1. Create A Policy

Create a one-page HR policy with regard to disruption and suspension of operations. As well as sudden increase or decrease in business volume. For reduction, will you have to adjust the pay temporarily, offer modified work environment, layoff staff, or offer paid leave?

Be sure that any increase in payroll and associated expenses are reflected in your annual and monthly budget and do not result in negative cash flow. If your company is unable to “carry” 100% of your staff without the corresponding revenue, your obligation to them does not extend to getting into debt! It's better to survive long-term and be able to re-offer employment once the crisis is over.

CONQUER COVID-19



[Back to Main Page](#)

2. Conversation/Training

Have a discussion or training session with your employees covering the CDC recommendations:

Keeping the workplace safe Encourage your employees to...

Practice good hygiene



- Stop handshaking – use other noncontact methods of greeting
- Clean hands at the door and schedule regular hand washing reminders by email
- Create habits and reminders to avoid touching their faces and cover coughs and sneezes
- Disinfect surfaces like doorknobs, tables, desks, and handrails regularly
- Increase ventilation by opening windows or adjusting air conditioning

Be careful with meetings and travel



- Use videoconferencing for meetings when possible
- When not possible, hold meetings in open, well-ventilated spaces
- Consider adjusting or postponing large meetings or gatherings
- Assess the risks of business travel

Handle food carefully



- Limit food sharing
- Strengthen health screening for cafeteria staff and their close contacts
- Ensure cafeteria staff and their close contacts practice strict hygiene

Stay home if...



- They are feeling sick
- They have a sick family member in their home

3. Protective Gear

Be sure your employees are supplied with protective gear, including gloves, masks (if available) and any other gear that applies. Consider supplying hand sanitizer in vehicles and educate them on use after contact with possibly contaminated surfaces and/or others.

CONQUER COVID-19



[Back to Main Page](#)

4. Communication

Create a quick 1-paragraph CEO statement with your company's main position on this issue. Make it accessible to your employees and instruct them to direct any media inquiries to the statement. Another option is to have pre-printed cards distributed to field employees that they can give to any press that may approach them in the field.

5. Additional Support For Employees

If your area becomes quarantined and you have to temporarily suspend operations, assess your employees' basic needs - e.g. food, medications - and evaluate whether you can support them during the quarantine period.

6. Liability

The laws in each jurisdiction will vary. However, there maybe a potential exposure for transmission of the virus and causing illness or death. Generally speaking, one's liability is evaluated by a reasonable conduct standard. While it sounds subjective, following regulatory guidelines is a great starting point.

It may be prudent to include a disclaimer with services, such as: "Soft washing does not guarantee against the contraction of any viral infection. Instead, it reduces the likelihood of infection by sterilizing the surfaces washed."

IV. Marketing/Sales



A. Offer Solutions

When marketing your service to current and prospective customers, position your copy for solution, not fear. Acknowledge the challenge without being dismissive and showcase your service as part of a solution.

CONQUER COVID-19



[Back to Main Page](#)

Within your marketing materials, emphasize value stacking around sanitization. Create offers that showcase your primary services with add-ons that will also clean and sanitize other beneficial surfaces around homes & offices (door knobs, patio furniture, childrens, play areas, outdoor entertainment areas, etc.)

Example: Shopping centers & grocery stores with shopping carts. The COVID-19 virus can live on plastic and metal surfaces for up to 72 hours. Create materials offering to sanitize shopping carts before or at the end of every business day for a predetermined amount of time.

Add content to your website and marketing materials highlighting what your business has done and is currently doing to help the community and homeowners. Provide cleaning best practices and recommendations on cleaning solutions best suited to kill the virus.

Focus on your current customer base creating a service offering geared towards cleaning and sanitizing the exterior of their home.

B. Special Packages

Design simple packages of services that serve your clients' current challenges.

Example : During your sales process provide a limited time offer specific to sanitizing a high risk area of their home for free during the spread of COVID-19. It could be something as simple as complimentary sanitation wipes or actually cleaning a high-risk / high traffic area. Promoting the cleaning and disinfecting of hand railings, exterior door knobs/pulls, and playgrounds may be highly attractive to property managers, schools, parks and other businesses.

C. Public Relations

Winston Churchill had famously said: "Never let a good crisis go to waste." While we do not encourage capitalizing on the current events, use this as an opportunity to educate and help your community.

CONQUER COVID-19



[Back to Main Page](#)

Reach out to your local media (newspapers, magazines, and TV stations) with a story on how the COVID-19 affects your business and your clients. Every media outlet has a news tip submission section on their website. You can also email or call them.

Stay away from sensationalism and negativity. But mention that you are experiencing an increase in demand (if true) since your service provides cleaning and sanitation services to your clients. Here's the pitch that may work well to get you the response:

“Subject line: Re: COVID-19 impact on a local business

Good morning! My name is _____ and I own _____. We are the leading (top-rated/ locally-owned/ etc) _____ company in _____. We serviced _____ customers. Currently we are experiencing _____ amongst our customers because of the COVID-19. Would you be interested in covering this in your story? I'll be happy to answer any questions you may have. Here's my cell number: _____.”

P.S. See also the addendum for a template on a press release format.

D. Redirect Sales To Later In A Year

If there is a quarantine or customers are reluctant to to schedule any service due to the potential exposure, express empathy with clients' concerns. Offer to schedule service 30 or 60 days out, mentioning waiver of any rescheduling or cancellation fees.



V. FAQ's

FAQ's For EMPLOYERS

Q: What are the main safety guidelines we should follow with COVID-19?

A: The Occupational Safety and Health Administration (OSHA) published [Guidance on Preparing Workplaces for COVID-19](#), outlining steps employers can take to help protect their workforce. Please review the document for proper guidelines.

Q: What if one of my technicians appears sick?

A: If any employee shows up at work with a high fever or difficulty in breathing, you may suggest they seek medical attention. Some employers take their employee's temperature prior to allowing them to continue work.

Q: Can we ask a technician to stay home or leave work if they exhibit symptoms of the COVID-19 Coronavirus or the flu?

A: Yes, you are permitted to ask them to seek medical attention and get tested for COVID-19. The CDC states that employees who exhibit symptoms of influenza-like illness at work during a pandemic should leave the workplace.

Q: A technician of ours has tested positive for COVID-19. What should we do?

A: You should send home all employees who worked closely with that employee for a 14-day period of time to ensure the infection does not spread. Ask the employee to identify all individuals who worked in close proximity (3-5 feet) in the previous 14 days. Do not identify by name the infected employee or you could risk a violation of confidentiality laws.



Q: One of our employees has been exposed to the virus but only found out after they had interacted with clients and customers. What should we do?

A: You need to communicate with customers and vendors that came into close contact with the employee to let them know about the potential of a suspected case.

Q: What steps can we take now to minimize risk of transmission?

A: Repeatedly, creatively, and aggressively encourage employees and others to take the same steps they should be taking to avoid the seasonal flu.

Q: How can we better leverage existing group health benefits for employees?

A: Employers should consider enhanced promotion of current benefit offerings to ensure employees take advantage of all existing healthcare services offered, such as:

- **Telemedicine services.** Telemedicine may be an ideal option for persons seeking medical consultation for mild-non-emergency care.
- **Employee Assistance Programs.** Employee assistance programs often provide great benefits that impact not only physical but mental health and stress management.
- **Free or Discounted Preventive Care.** Flu shots and other vaccinations as well as diagnostic testing are often provided at no or low cost.



FAQ's For EMPLOYEES

Q: I am worried about being exposed to COVID-19 virus at work. Should I report to work?

A: You should report to work until directed otherwise. We are a small business and we have obligations to service our customers. We are making every effort to reduce exposure in the workplace and provide information regarding disease prevention.

Q: May I use vacation, sick leave, or other type of leave to avoid working?

A: As an employer - make sure you check with your local labor board. In some states, paid sick time is required benefit. Also follow your company's employee handbook for PTO guidelines and sick leave guidelines.

Q: If the business is temporarily closed down will I be paid for not working?

A: At present there is no policy providing payment for employees that are not working.

Q: What if my children's school or daycare provider is closed and I have no one else to take care of my children?

A: We realize that this has already occurred in certain parts of the country. We are looking into possible options to support our employees.

Q: If I begin to experience flu-like symptoms while at work, what should I do?

A: Alert your supervisor. If you need to depart work contact your healthcare provider for further direction.

Q: Is there any additional training you can offer as an employer?

A: Yes! We are going to have weekly updates on the Coronavirus during our safety meetings

CONQUER COVID-19

FAQ's



[Back to Main Page](#)

Q: Will the Coronavirus negatively impact business and affect my pay?

A: As a company we are working to ensure no impact on your pay. In fact, we have an ongoing marketing strategy in place to education our customers Coronavirus and services that our company can do to support our customers

Q: What can I do to support the company?

A: Well the most important thing you can do is not panic. Creating a sense of panic in our company will not support our success. We understand that there is a lot of information being said in the media. Our company is following the guidelines from the CDC and OSHA and we will keep each of you updated weekly.

Q: Is there anything positive that can come from this crisis?

A: Absolutely. Given the hyperawareness of health concerns with COVID-19 there is a huge opportunity to educate and inform customers on our services. We are considering various marketing campaigns and strategies. Anytime customers can be more acutely aware of cleaning it will strengthen our industry. In addition, we are continuing to work with our supply chain to ensure we have the highest grade of supplies available to support our work.



FAQ's For CUSTOMERS

Q: What are the main guidelines your company has in place with COVID-19?

A: Our company and staff are closely monitoring the CDC and OHSU updates. We also have heightened our safety training to provide the most-up-to date information to our technicians.

Q: What if one of your technicians appears sick while on my property?

A: If any employee appears to be having difficulty in breathing you can contact our office immediately. While the likelihood of an employee having the COVID-19 Coronavirus is extremely low, it pays to err on the side of caution.

Q: I am worried about being exposed to the COVID-19 virus by having workers on my property? Am I being overly cautious?

A: We understand that the CDC has recommended social distancing. However our technicians are highly trained in the field and specifically with regards to cleaning. Every technician has undergone additional COVID-19 training.

Q: Are there additional services you can offer related to COVID-19?

A: We follow the guidelines of CDC and OSHA for our cleaning and supplies. However, we are adding additional services in light of COVID-19.

Q: Will the Coronavirus negatively impact business since I need your services?

A: As a company we are working to ensure no impact on services. In fact, we have an ongoing marketing strategy in place to educate all of our customers on the Coronavirus and services that our company can do to support each of you.



Q: Does the service provided by your company guarantee I won't get the coronavirus?

A: No. While all of the preventative steps recommended by the CDC can reduce the risk of infection, it is still possible to contract the virus. Such is also the case with cleaning of interior and exterior surfaces - these steps reduce the risk of infection by disinfecting the surfaces, but it is not a guarantee.

Q: What can I do to support the company?

A: Well the most important thing you can do is to continue using us as your cleaning company. We understand that there is a lot of information being said in the media and as a result small businesses are also being impacted. We are grateful to have you as a customer and we will work together with all of our customers through education and awareness.

Q: Is there anything positive that can come from this crisis?

A: Absolutely. Given the hyperawareness of health concerns with COVID-19 this has allowed our company to educate and inform customers on the value of keeping their properties clean. Anytime customers can be more acutely aware of cleaning it strengthens our industry. In addition, we are continuing to work with our supply chain to ensure we have the highest grade of supplies available to support our work.



FAQ's For Your COMMUNITY

Q: What are the main guidelines your company has in place with COVID-19?

A: Our company and staff are closely monitoring the CDC and OSHA updates. We also have heightened our safety training to provide the most-up-to-date information to our technicians.

Q: Are there additional services you can offer related to COVID-19?

A: We follow the guidelines of CDC and OSHA for our cleaning and supplies. However, we are adding additional services in light of COVID-19.

Q: Will the Coronavirus negatively impact your small business?

A: As a company we are working to ensure no impact on services. In fact, we have an ongoing marketing strategy in place to educate all of our customers on the Coronavirus and services that our company can do to support each of you.

Q: What can we do to support the company?

A: Well the most important thing you can do is to continue using us, and referring us as a reputable cleaning company. We understand that there is a lot of information being said in the media and as a result small businesses are also being impacted. We are grateful to have this community behind us and we will work together with our community through education and awareness.

Q: Is there anything positive that can come from this crisis?

A: Absolutely. Given the hyperawareness of health concerns with COVID-19 this has allowed our company to educate and inform customers on the value in keeping their properties clean. Anytime customers can be more acutely aware of cleaning it strengthens our industry. In addition, we are continuing to work with our supply chain to ensure we have the highest grade of supplies available to support our work.



Q: *Is there any community service your company can offer?*

A: We are very interested in supporting community projects that provide safe and cleaner places for the community. If you know of any churches, playgrounds, or non-profit organizations that can benefit from our cleaning company services can you please direct them to our website. We cannot guarantee we can support every company but we are making a concerted effort to do our part in community impact. We realize that during times of crisis, communities need to come together. We are also updating our website and social media platforms so that our community knows that we are part of the solution. We believe in this community. We know how strong this community is and that we want to support an opportunity to work together as a community.



FAQ's For SUPPLY CHAIN PROVIDERS

Q: What steps should I take with my current suppliers?

A: As an employer you need to know all your suppliers well. In fact, it is important to map your suppliers several tiers back if necessary. You don't want to hear from a supplier that supplies are on backorder and not have a game plan in place.

Q: Are there any vulnerabilities that I need to be aware of regarding suppliers?

A: Good question! You need to call each supplier and ask what measures they are putting in place to support their customers (which is you). Inevitably whenever a crisis occurs it is always important to understand how each of your suppliers are responding so you work cohesively.

Q: What documentation do I need with my suppliers regarding COVID-19?

A: It is always important to have a business continuity plan in place for situations that need immediate attention. The plan should pinpoint contingency plans (what to do if something occurs) in a crisis specifically related to communications to your customers about your suppliers commitment and the current update on their process.

Q: How should I set up my supply chain to deal with situations like COVID-19?

A: You may need to revisit your current supply chain process. Here are some suggestions to consider that may be need to be considered

- **Add in secondary sources.** This provides backup capacity for supplies in the event that your main supplier is not able to deliver on your needs. It is better to have a secondary source available outside the primary source.



- **Consider local sources.** This option calls for a small business to have local sources of supply in each of its major markets.
- **Leverage collaborative purchases with other service providers.** If you are feeling challenged then chances are similar service providers in your local community may also be feeling challenged. Reach out and see if there is a way to negotiate better purchasing options during a crisis with suppliers that you both use.

Q: What about collaborating marketing opportunities to educate our customers?

A: Absolutely. Suppliers understand that they are dependent on you having customers so it would be advantageous to reach out and see if they can share in the cost of a marketing campaign to educate consumers on COVID-19.

Q: What if I have to purchase additional supplies to keep in stock? How can I afford to pay for this additional expense?

A: It is important to carefully review your inventory and determine if any additional stock is necessary. In addition, during a business crisis that potentially impacts millions of business owners, finance companies and the government often have special disaster relief programs in place. Please check our funding resources for more information.

CONQUER COVID-19



Back to Main Page

VI. About Conquer



CONQUER is an elite business building program for home service professionals. It provides a community of motivated high-achievers who engineer and execute business sprints to exponentially grow their companies. We include weekly meetings with certified coaches and peer companies; monthly one-on-one coaching sessions; access to a massive training and documents library with curated business systems; exclusive discounts to the top industry vendors, and more.

To learn more, go to

<https://www.agsconquer.com/>