

POST- CORONAVIRUS PLAYBOOK

9 SIMPLE STEPS TO
SUCCESSFULLY REOPEN YOUR BUSINESS

97 Display

02

GRAND REOPENING!

We cannot pretend that once stay-at-home orders are lifted, life will go back to what it once was.

So instead of learning on the fly, our team at 97 Display gathered the best information we could find from industry leaders and compiled it into **9 easy steps** for you to take that will keep you ahead of your competitors. And as always, if you need help with any of these items at all, please reach out to support@97display.com

03

LIMIT CLASS SIZES

Small class sizes are a great way to mitigate risk and help your business thrive during the post COVID-19 world, as long as you follow best practices that align with government recommendations. We recommend between 5-10 students per class depending on the size of your facility. Additionally, having a way for them to sign up online to reserve their spot will go a long way to retaining your students will bringing in new ones.

PRIVATE 1:1 INTROS

An easy way to minimize risk! It's likely that you'll run into a few individuals who may not want to participate in small classes sizes but still want training. 1:1 private intro classes are a great way to assess prospects or even train current clients while minimizing any risk of spreading COVID-19. It's also a great add on to any current membership packages as well.

04

SANITATION

Consistently sanitizing your facility will be crucial post pandemic. Depending on your business model, we recommend having well-stocked sanitizing stations throughout your facility equipped with paper towels and sanitizing spray and hand sanitizer, especially if you use any fitness equipment like kettlebells or dumbbells.

For Martial Arts and Gymnastic business we recommend cleaning your mats as often as possible to give your clients peace-of-mind when coming to your facility. If possible, try and clean mats after each class. At minimum, clean them after morning, afternoon, and evening classes.

Air purifiers/sanitizers are a great investment post COVID-19. It's a great way to kill germs that may be airborne. There are many different air purifiers, we recommend doing independent research to find that works with your budget.

05

ANNOUNCE PRECAUTIONS

Place signs in windows. Email your clients about the cleanliness of your facility to assure them that your facility is a safe space.

For potential clients we recommend posting on your website and any marketing materials that highlights how clean your facility is. This should be a talking point for any potential and current clients as well.

NO-TOUCH EQUIPMENT

Investing in equipment that eliminates touch like thermometers and sign-in stations. This is a great way to save on energy costs and eliminate touch. If nothing, place lockboxes around thermostats to prevent any clients from adjusting settings. Lastly, moving to a no touch check in is critical during this time. There are many different ways to go about this but we recommend finding a system that works best for you and your facility.

06

ADJUST LIABILITY WAIVERS

As businesses start opening back up and members coming to your facility, you'll want to eliminate as much risk and responsibility as possible. We recommend an updated liability waiver and having your clients sign them as part of an updated terms of service.

SOCIAL DISTANCING POLICIES

It's recommended that you have a strong policy in place when it comes to social distancing. For waiting areas and open spaces, it's best to space everything 6ft apart. Clearly defined markers or tape areas that are 6ft or more apart to designate safe distances. This will demonstrate to clients that you understand and are taking the appropriate steps to ensure everyone's safety.

07

KEEP VIRTUAL CLASSES

Virtual classes are a great way to continue serving your client base, even after everything has cleared up. Offering virtual classes is a great way to reach a broader audience and allows you to connect with clients who are otherwise unable to attend a class or session that day. Not to mention, this is a great option as an add-on package to your current members.

CHANGE SCHEDULES

Always thought about offering a new program or changing around class times? Now's the perfect time to do this. You can debut new curriculum or training plans which can be a great selling point for new and existing clients to take advantage of, since you'll already be making other adjustments.