



Managing a Small Business Post-Coronavirus

by POS Nation 

The coronavirus pandemic has resulted in so many unknowns. While most of us weren't ready to navigate something like this, we can do our best to prepare moving forward.

Before opening your small business' doors, you may want to make some changes in your day-to-day operations. We have some tips for how to manage your store and adjust to this new normal.



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Make Sure Employees Are Prepared

Before reopening, the first step should be to check in with each of your employees individually. Make sure they're comfortable coming back to work, because you don't want to assume everyone is ready for business as usual.

While these have been tough times on a mental and emotional level, immunocompromised people have additional concerns about going out in public.

You may have employees who are not ready to come to work, while others might request wearing a mask during their shift. No matter the scenario, keep an open mind. The general public is being more cautious about their health – and customers may be wearing masks for a while, too.

In addition to checking in with each employee, you will also want to ensure that they're properly trained. Fill them in on the new in-store rules enforcing social distancing and sanitation.

You might want ongoing training on your radar, too. There's new information released about the virus every day, so regulations might need to be adjusted down the road. Before making any major in-store changes, we recommend holding a small training session to bring your staff up to speed.

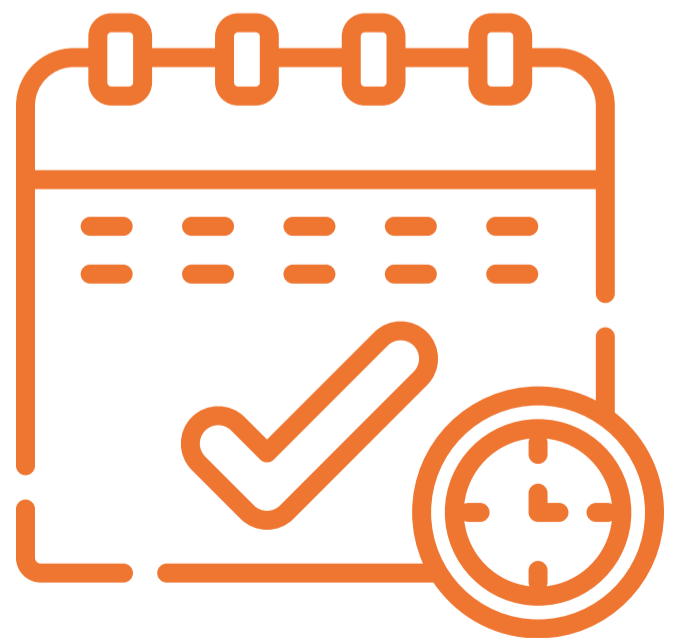
Bring Your Store Back in Phases

Once you're ready to open your shop, think about how you're scheduling your employees.

How many essential staff do you need to operate? For example, if you can get by with one person at the register and one on your sales floor, keep it at that to start.

If you realize this is too overwhelming, you can slowly phase in more employees. But overall, the less people in your shop at once, the better.

If your storefront is small and can easily get crowded, you may want to limit the number of customers you allow inside as well. Monitoring how many people enter not only keeps them safe, but it protects you and your employees too.



Step Up Sanitation

While you may feel confident about your in-store cleanliness, keeping everything sanitized is more important than ever. What can you do to avoid direct person-to-person contact and the spread of germs?

Consider disinfecting everything when your store opens, a few times throughout the day, and before closing shop. You can adjust your hours to give you and your team time to do this.

You can also keep any doors in your storefront open, if possible, to avoid multiple people touching them during business hours.

Speaking of touching, how can you minimize this in your checkout process? Think of how much contact there is when customers are paying for their items.

The customer places everything on the counter and you pick it all up to scan it. They pass you cash or a credit card to pay, which results in you making change or doing a quick swipe. Then, you either pass them a pen to sign a merchant receipt or they use their finger to sign on a tablet.

That's a lot of unnecessary touching.

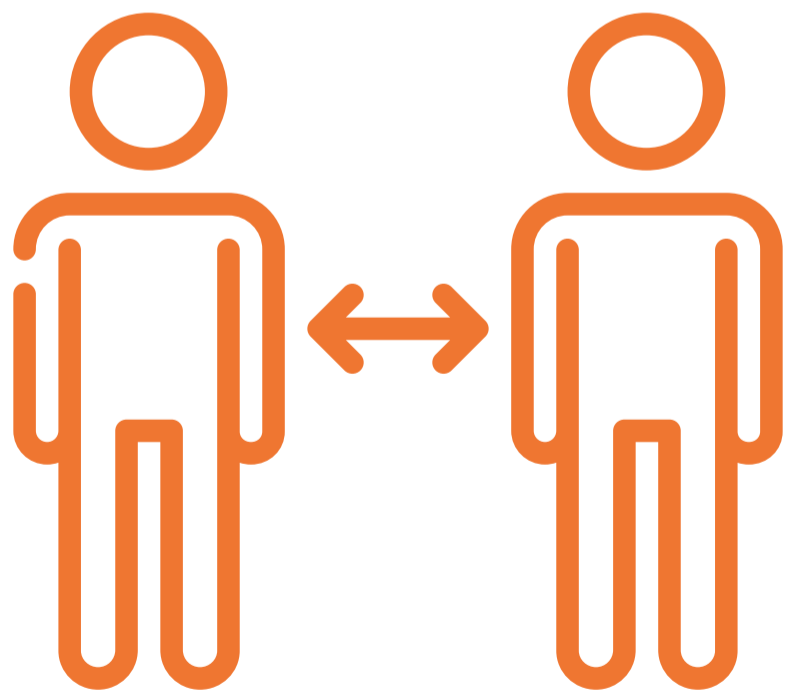
Sanitation is extra important to everyone during this time, so you might want to reconsider how customers are paying you.

Create In-Store Signage

No matter the regulations you have in place, it's important to place signage throughout your store so employees are reminded and customers are in the loop.

If you made changes to the checkout process, make sure there's signage at the register. And if you're limiting the number of people who enter the store, it's a good idea to have a notice on the door or elsewhere outside the storefront.

Additionally, taping off markers to keep customers six feet apart from each other and from your employees can serve as a helpful reminder to maintain social distancing.



Upgrade Your Point of Sale System

If you remained open during the stay at home order, an influx in business likely exposed some pain points you're experiencing with your POS system.

Did you spend a lot of valuable time doing manual inventory counts? Or was checkout taking so long that your customers were in a never-ending line?

Having a powerful point of sale solution that can keep up with your day-to-day is essential to your business. Especially during high traffic times, you want a system that makes your job easier.

Oh, and remember when we mentioned minimizing contact in your checkout process? A turnkey point of sale solution can help with that.

Utilizing a scanner or a touchscreen menu eliminates the need to touch items your customers have had their hands on. Contactless payment options allow you to accept credit cards without ever touching them yourself. And lucky for retailers, the days of signing a receipt or tablet after a transaction are coming to an end.

If you're already a POS Nation customer, contact support@posnation.com to activate contactless pay. If not, contact sales@posnation.com or [schedule a demo](#) to learn which features you may be missing from your current POS solution.

Plan For the Future

What else would have made things easier for you in the midst of a pandemic?

If you've always been a brick-and-mortar retailer, consider an online presence. Integrating e-commerce is a lifesaver when customers are not able to make in-store purchases.

Shopify and other online store platforms can easily be linked up to your point of sale system to keep inventory counts accurate.

These solutions also make offering delivery a breeze, whether you work with a service like Postmates or a private driver.

For some retailers, curbside pickup is here to stay. You can test this method, and others, to work out the kinks and ensure it's a viable option in the future.



Let Everyone Know You're Back in Business

If you changed your Google My Business listing to reflect modified store hours, don't forget to update them again! Check in on your website, Facebook, and anywhere else you may have changed your hours.

You may also want to prepare an email blast and social media posts announcing that you'll be opening – and sharing the precautionary measures you're taking to keep visitors safe.

Once customers are filled in on store hours and regulations, there's nothing that gets them more excited than a good promotion. Consider running a special sale to attract people to your storefront. Everyone is ready to leave home, so give them a good reason to do so!



Consult an Industry Expert

If you need help getting back on your feet, our retail experts can recommend custom solutions with your goals in mind.

Our point of sale systems are designed exclusively for small business owners, providing them a powerful solution that's simple and easy to use. We can ensure you're ready to take on new business – and whatever roadblocks are to come.

We'd love to be part of your team.

Get in touch with us at sales@posnation.com or 877-727-3548.

