

How to Stay Growth-Oriented and Resilient in Your Retail, Grocery, or Specialty Foods Business

Presented by Sam Markewich, Business Coach with Downtown Up



Overview

- 20-minute presentation
 - ❖ What Got Us Here and the Opportunities the New Normal Gives You
 - ❖ Some General Shifts in Strategy
 - ❖ Specific Industry Strategies
 - ❖ Key Questions
- 20-minute workshopping of a business
Thank You to Mark Bouchett and Homeport!
- 10-minute Q&A
- 5-minute wrap-up with next steps

About us

Downtown Up

- We are a business coaching firm with the sole mission of helping Vermont's businesses and local economies grow and stay strong.
- We work directly with business owners to help them make the best strategic decisions.

Sam Markewich
and
Brendan Coyne

Co-founders and
owners

Business Coaches

Before We Begin

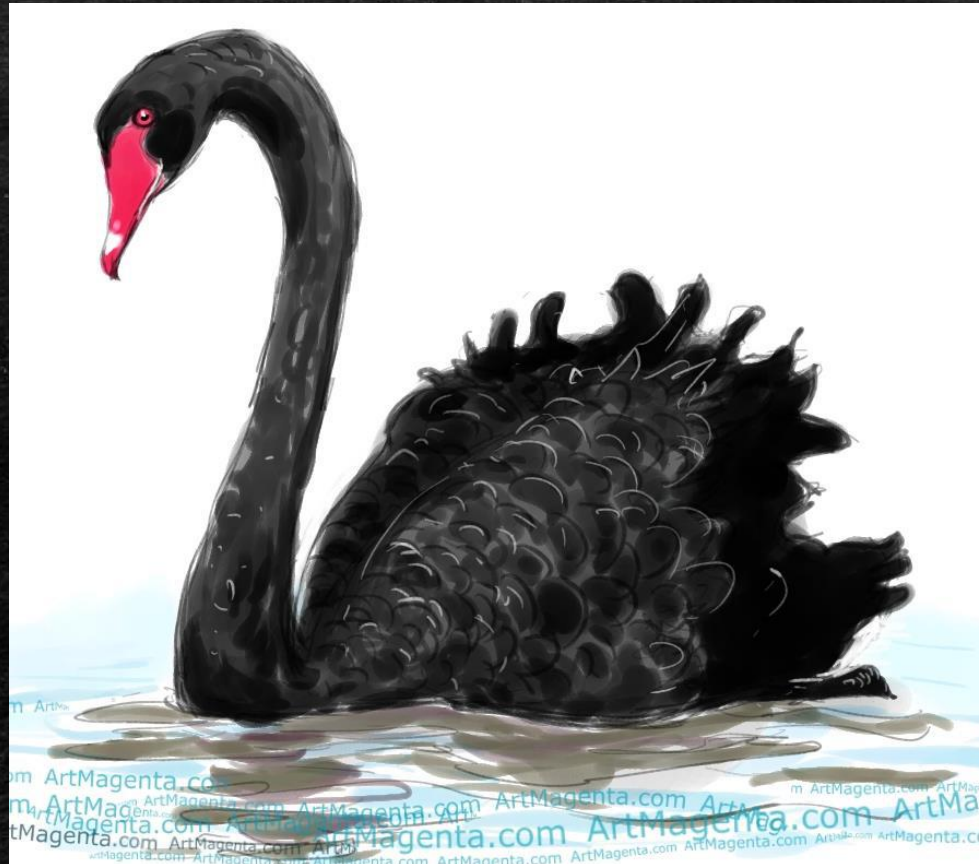
- None of us has a monopoly on the truth.
- Our best expertise is all of our expertise together. Vulnerability and honesty leads to greater success.
- You are the #1 expert on your business. Take what works for you from this webinar. But also challenge yourself to take in the uncomfortable.
- You don't have to do anything I suggest at all.
- Confidentiality is paramount.

What Got Us Here?

A *Black Swan*.

A Black Swan is an unforeseeable event that has the potential to do major harm to a business.

Though these can't be foreseen you can prepare for them.



Opportunities The New Normal Gives You

- To get back in touch with your *Why* and let it pave your way more than ever.
- Embrace new challenges to take your business in directions it hasn't gone or hasn't traversed sufficiently.
- Take the opportunity to put your entrepreneur hat back on and learn new things.
- To become far more prepared for the next black swan or just the next rainy day.

General Shifts in Strategy

Strategies for all businesses

You Need Buffers and Forcefields

- Improve your marketing and selling strategies offline and online.
- Strengthen your brand by offering a more unique, fun, gratifying, relational experience.
- Solidify your customer loyalty.
- Expand into new markets.
- Create a relationship- and experience-based customer communication ecosystem.
- Focus more on profits to build cash reserves.

Specific Industry Strategies

Grocers

1. Carry and feature more products and services that make you unique and special.
2. Carry a solid selection of staples most wanted locally.
3. Do more and better marketing to locals, surrounding areas, and tourists.
4. Communicate often and beyond sales.
5. Embrace the web to expand your markets, remind your customers you exist and that they love you, use new selling strategies, and develop a strong and well-defined brand.

Retail

1. Don't try to compete with Amazon. Instead, be what Amazon can't be.
2. Cultivate an online and offline brand based on relationship, a fun and gratifying experience, and brand love.
3. Do better, more consistent marketing in the offline and online space.
4. Avoid sales. Raise prices in accordance with what makes you special, unique, and irresistible .
5. Collaborate with nearby retailers to solve problems such as shipping/delivery.

Specialty Foods

1. Expand your markets and marketing strategies both in wholesale and direct sales.
2. Even if you're only selling wholesale, use email marketing, social media, and SEO to improve your brand positioning and awareness.
3. Market to tourists more and better based upon the strength of the Vermont specialty foods brand.
4. Collaborate with your retail sellers to develop ongoing communication channels and strategies with customers to remind them of your brand and products and increase sales volume. Where possible tie customers into subscriptions.

10 Key Questions

For all businesses

1. Can I move much more into the online marketing and sales space?
2. What new ways can I employ to deliver my products and services?
3. Are there strategic partnerships I can create to help scale my business?
4. What products or services that I've never offered might be wildly exciting to my customer base?
5. Are there new pricing and payment models I can adopt?

6. What can I do to gain more customers from nearby and farther away?
7. What ways haven't I tried or done well yet to stay in touch with customers and build loyalty?
8. What value do my ideal customers most want and need me to add to their lives right now?
9. How can I create, market, sell, and deliver current or new products or services that will add that value and make my business come out of the COVID-19 crisis as strong or stronger than before it?
10. Through what channels do my customers want to find out about and buy those products or services?

Workshopping a Business

Homeport
Mark Bouchett

Q & A

Next Steps and Wrap Up

Put in Your Buffers and Forcefields

- Improve your marketing and selling strategies offline and online.
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How to Prepare for the Next Black Swan



Protect Your Foundation



Shore up Your Walls

Protect What You'll Need Most For Your Business
To Remain Strong, Adapt, and Keep Running

HELP US DONATE 1,667 MEALS



Downtown Up's Free COVID-19 Strategic Planning 30-min. Call and Free COVID-19 Business Growth Strategy newsletter and live mastermind group. Email: sam@downtownup.com or go to:

<https://downtownup.com/grow-your-business-and-feed-people-during-the-covid-19-crisis/>

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VT Small Business Opportunities

Thank You.

**Be Safe and
Well!**

