

REFLECT | RESET | RESTORE

How to Restore Consumer Confidence

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RESTORE***
How to Restore Consumer Confidence

REFLECT.

- ***How do your customers feel?***
 - ***Safety***
 - ***Economic Uncertainty***
 - ***Racial Equity and Restoration***
- ***Reconnect with your Mission!***
 - ***Get out of your Day to Day –
Look up!***

RESET.

FOCUS ON WHAT YOU CAN CONTROL!

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How to Restore Consumer Confidence

- ***“Frictionless” Sales Experience***
- ***Innovate – Channel Shift - Online***
- ***Clear Communication***
 - ***Transparency + Vulnerability***
 - ***Safety and Messages of Assurances***

RESTORE.

ESTABLISHING A NEW CONTRACT

- ***Data drives confidence***
- ***Co-Create with your Customers***
- ***Continue to Innovate – Channel Shift***
- ***Ongoing & Consistent Messaging***
- ***Use this time to create Small Business Mastermind + Thought leadership***

40% of consumers are trying new Brands!

You will be on one end of that decision...which one will it be?

***RELATIONSHIPS
WIN THE DAY!***

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