

Communicating through a crisis

Barker PR shares their top 10 tips for connecting with your clients, to help you navigate the business challenges posed by Covid-19.



1 - Communicate, communicate, communicate

There is no such thing as over-sharing or over-communicating right now, as long as it is the right message at the right time. People need to feel connected.

2 - Now is not the time to sell

Stop selling. Instead, build better and stronger relationships with your customers so that when the right time comes (and it will), those sales conversations are so much easier and more effective.



3 - Show care and concern

When you talk about Covid-19 you have to lead with care and concern and be authentic. Do not forget that people are ill, and some are dying. Someone you are talking to may be directly affected by that. Your words must reflect that possibility.



4 - Lead by example

Communicate what you as a company are doing to minimise the impact of the situation with your own employees. Be transparent, direct and honest.



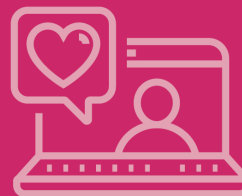
5 - Really understand your clients

Listen to your community and clients, to their concerns, their mindset and their aspirations, and see how your communications can speak to them on an emotional level, so that they really resonate.



6 - Share your own experiences

People want a sense of shared experience and sacrifice. Share your current situation, your workplace and your challenges, rather than hiding from them.



7 - Foster positivity

There is a definite need for positive stories right now - for example, maybe you have an employee doing something wonderful in the community etc. that you can communicate; share what you can to make someone smile.



8 - Prepare for the future

This crisis will lead to recovery and pent up demand, so prepare for that. Take time out to consider how you might like to progress in your business when the pause button is released.



9 - Build Lists

Now is a great time to look at your CRM systems and data, to get ready for when things start to get back on track.



10 - Trust your gut

We are all finding our way through uncharted waters. Listen to your gut and trust yourself. Be kind, be considerate and you'll find your way.

