



## **Pandemic Recovery 2021 Profitability Checklist**

*Reserve your complimentary Pandemic Recovery Strategy call. See details below.*

- #1. What products and services will you add or remove from the marketplace in 2021? Why? Who are the buyers? Same and/or different from this year? Why? How so?
- #2. What will be the impact of these decisions on your operations and financials?
- #3. What is the intrinsic value of each product or service? Has it changed? If no change, why?
- #4. What's the value beyond the value? *Why* will people pay more than your costs (i.e., your profit margin)? Convenience; quality; access; limited supply; timeliness; status that accrues to the buyer?
- #5. Which existing buyers are likely to buy again? Use all sources of information (especially customer service/delivery/front line people) to study your buyers. Do NOT assume a percentage of last year's buyers across the board.
- #6. How will you invite existing buyers to buy again? Are you properly cultivating and nurturing your Regulars and Enthusiastic Fans?
- #7. How will you ensure ongoing buyer happiness? Customer service, delivery, cultivate & nurture, asking them "What else would you like?" All operations in place to ensure they're happy repeat buyers?
- #8. What strategy, operations and financial elements will continue, be discontinued or added to support higher value and higher profits?
- #9. What financial decisions will you make to ensure higher EBITDA (profit)? I.e., tax planning, pricing model, cash accumulation, others.
- #10. Is everyone committed to requiring a profit from every sale? What support and guidance have you given to your sales, marketing, customer services and product development teams in order that they ensure profitable revenue?

We're inviting all services company owners and executives to a complimentary 45 minute 2021 Pandemic Recovery Strategy call. Email or text to reserve your appointment.

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