

Strategies for Working Remotely with Clients

The rapid onset of Coronavirus is changing our work – and our lives. As many adapt to social distancing at home, it becomes a challenge for businesses offering in-home services to stay connected with their clients. However, now is a great opportunity for growth in your virtual business tactics and engagement with your customers. Here are just a few tips on how to keep your business moving forward in these uncertain times.



Customer Service is Key!

- Communicate what you are doing to protect your customers while still providing services that will enhance their lives.
- Craft personal emails to explain how you will communicate and exchange information moving forward throughout the project.
- Use video calls to keep your clients engaged in place of in-home consultations. A few video conferencing platforms (some with free service options) are listed below:
 - Skype
- BlueJeans
- GoToMeeting
- Google
- Zoom Meetings
- **Hangouts Meet**

Explore New Revenue Streams

It's time to think about what kind of virtual services you can offer with the valuable knowledge that you have and invest in a funnel that caters to the pent up demand for interior design and home improvement services that homeowners will have after spending so much time in their home. A few ideas include:

- Virtual Consultations & Design Sessions
- Online Seminars & Digital Courses
- Create DIY Packages
- eBooks





Choose Your Virtual **Business Platform**

Create a system for sharing idea boards, documents, quotes and processing invoices. If you don't already, now would be a good time to consider these business management, communication and file sharing tools:

Organize Designs: Mydoma Studio

Design, Share & Print: Canva

Schedule Meetings Easily: <u>Calendly</u>

Create, Edit & Collaborate: Google Docs

Share Collateral: Dropbox

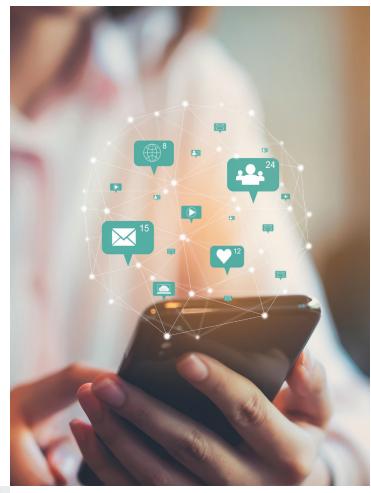
Stay Connected & Social!

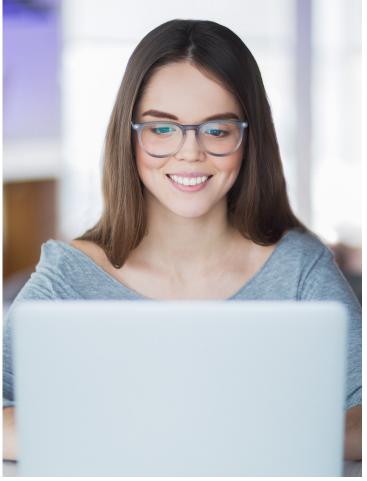
Stay connected with your clients and marketplace via social media:

• Post Project Idea Boards: Pinterest

• Upload Inspirational Images: Instagram

 Promote New Service Options and Specials: Facebook





Continue Your Education

Use downtime to continue your education; access a variety of free educational resources from the Rowley Education Library.

- Recorded Webinars
- How-To-Guides
- Product Videos