

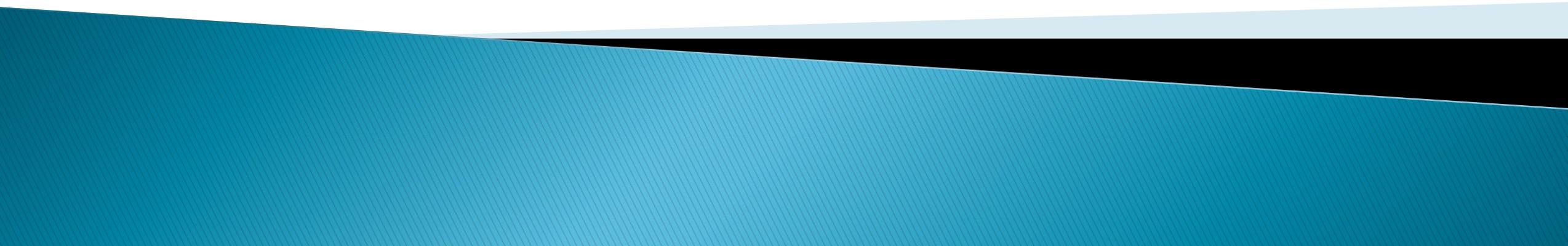
Strategic Thinking Amid COVID-19 and other economic challenges

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**“Success is not final, failure is not fatal.
It is the courage to continue that counts.”**

–Winston Churchill

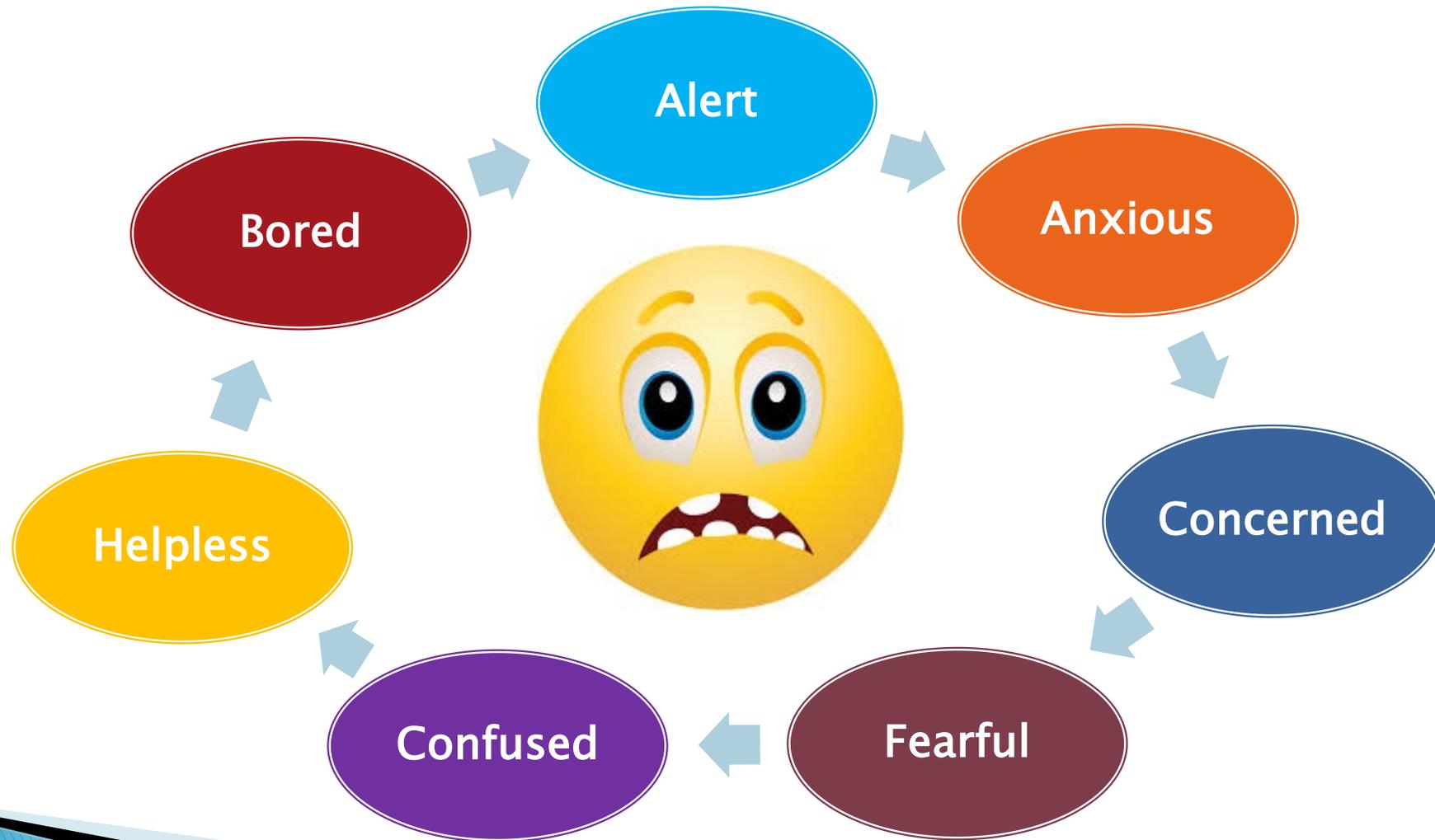


The “New” Normal

The physical lockdown of the country has created the worst economic environment since the depression.

- ▶ “Social Distancing” is the new buzz
- ▶ Businesses – small and large – are affected
 - Many have closed.
 - Many have furloughed employees.
 - Many are essential and fight the battle for workers and safety.
- ▶ No one knows when/how/if things will ever go back to our “normal”.
- ▶ Consumers are prioritizing personal, financial, and/or medical necessities.

Consumers are Emotional



What are they Doing?

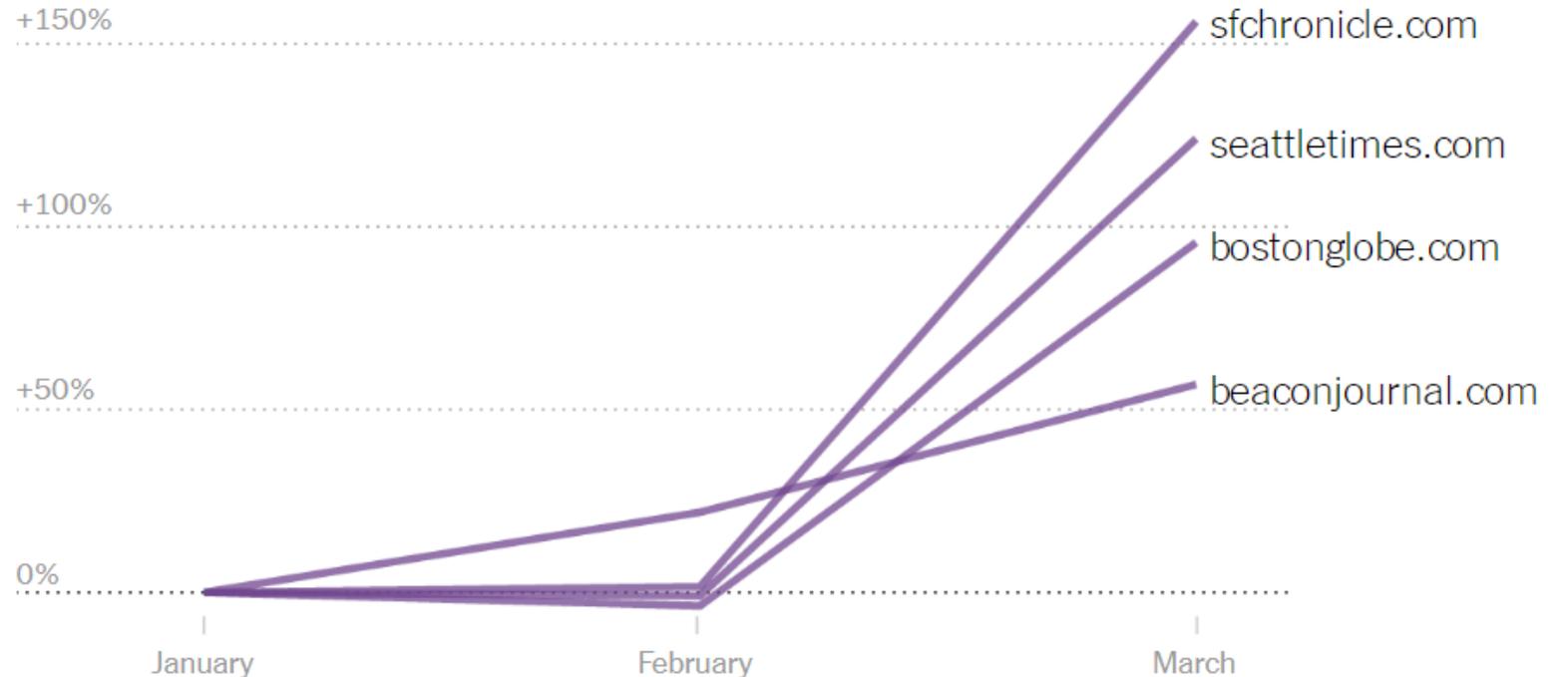
- ▶ **Stockpiling food, supplies, and medicines**
 - 45% increase in-store shopping (week ending 3/14)
 - 91% increase in online shopping (week ending 3/14)
- ▶ **Using social platforms to stay connected**
 - Google Duo, Houseparty (+12%, +80% since 1/15/20)
- ▶ **Working and learning from home**
 - Zoom, Google Classrooms, MS Teams (+250%, 150%, 100%)
- ▶ **Spending more time on media**
 - ~ 12 hours per day (nearly 6 hours online with some device)
 - Broadening media/streaming options
 - Looking to the news for guidance

Online News Engagement Has Increased

Local news sites have significant jumps in traffic as people learn how COVID-19 is affecting their hometowns.

Percent change in average monthly U.S. traffic

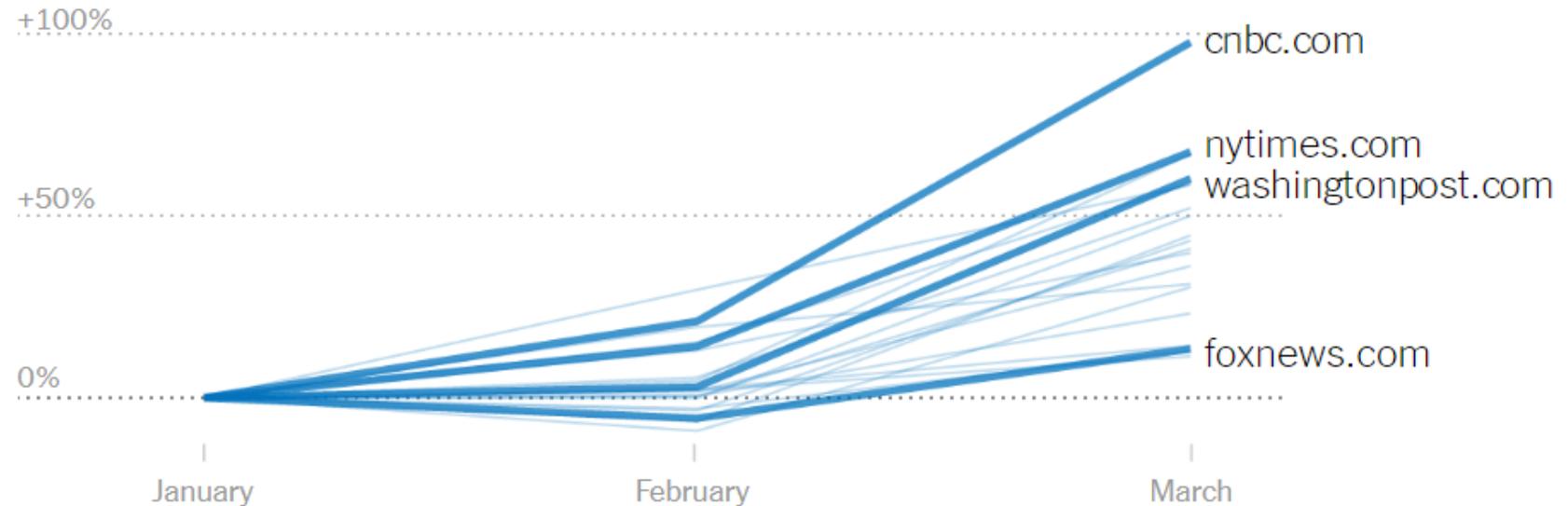
Local News Sites



National News Brands Also Provide Knowledge

Americans are seeking out more **established media brands** for information on the public health crisis and its economic consequences.

Large Media Organizations



So – what now?

How do we “**sell**” amid such a tumultuous economic state?

We connect.

Your company needs to be the **connection**

what is needed
(by consumers)

and

where to buy it
(retailers/service
providers)

It's not selling.

The negative connotation of selling is a win/lose outcome between two parties.

- ▶ Connection requires collaboration
- ▶ Collaboration = win/win

Your company is putting products and services into the hands of consumers,
when and where they are needed: **at home.**



Your Sales Challenge:

Think Differently – throw away “the box” – think creatively.

Solution-based selling requires you to present your products/services to consumers in new ways that create **new sales opportunities.**

Win / Win!

Brainstorm Ideas.

There's no rule book – those that think fast, smart, and like a consumer – will be most likely to succeed.

Upcoming Sessions:

5/4/20

**Creative
Selling without
a Storefront**

5/11/20

**Expand Your
Business Reach**

5/18/20

**Reinforce Your
Community
Connection**

Thank you for your time.



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