



# DEALING WITH ADVERSITY IN BUSINESS

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Our businesses are each faced with unique challenges as the economic impact of the coronavirus begins to unravel onto the global economy. Connor McKercher and our team spoke with 100's of professionals last week, including industry experts, business executives, and thought leaders. While many are unsure, many others are not seeing the adversity at hand as inherently negative, but rather an opportunity to strengthen core elements of their businesses.



Find **opportunities to reach prospects** that would normally be unreachable.

White-collar American workers are now being asked to work remote - meaning that **executives, salespeople, middle managers, engineers**, and many other functional roles are sitting at home readily available at their desks, much **more likely to take a sales call**.

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There has been a talent war for the last 45 years. Talented workers who are usually gainfully employed are either **on the job market due to unforeseen layoffs**, or are at least **open to a conversation about a new role** as they think about how uncertainty might impact them.



**Obtain talented workers** that would not usually be on the job market.



Watch global markets closely to **uncover areas of opportunity**.

As the Chinese government imposes new sanctions on wet markets, a **unique opportunity is presented producers of flexible packaging**. Generally meat is butchered live within wet markets, but given the health-risks, pre-packaged products will likely replace these practices.

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Investing in client retention is always more cost-effective than client acquisition. **Ensure that your current clients are continuously happy** by implementing measures such as Net Promoter Score surveys, or having an employee focus on Customer Experience (CX) best practices.



Implement continuous service improvements to **keep current clients**.