

# Business Beyond Lockdown

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### How to prepare for returning

- **Recession or Resurgence**

- Bank of England suggests deep recession but potentially just as sharp recovery. Nobody knows...
- Tough times ahead, but opportunity for the sharpest, best, most adaptable minds.
- Fact you're on this training gives you better chance than most.
- Many will leave, reducing supply and heightening demand.
- Learners keen to improve their opportunities by passing test.
- Backlog of 17-year olds...
- Stay lean – avoid unnecessary expense or extravagance. £120 Android rather than a £400 iPad... 3-year-old rather than a new car...
- Modernise and demonstrate greater professionalism. Small details will matter.
- Be flexible & use this time wisely to investigate new products and services.

- **Preparation - prepare your business pillars.**

1. review your admin processes and tools – be efficient with time
2. add or update marketing/teaching resources & strategy – nod to Shaun...
3. create or update your website, email address & mobile ringtone
4. consider your presentation (new car, uniform, personal hygiene)
5. credit card processing... give customers what they need...

- **Expansion – is it time to grow?**

1. go it alone
2. train PDIs
3. start or expand a multi-car school?

- **Co-Operation**

Some ADIs will benefit from being part of a team... Is it time to join a franchise?

- **Protection – take steps to ensure this doesn't happen again.**

1. Income protection insurance
2. Save 5% to a contingency fund



- **Communication – Your customers want to hear from you... Keep talking or start talking to students**
  1. Ask how they are coping
  2. Offer one-to-one or group theory training sessions via Zoom
  3. Offer a 'pub quiz' event on driving topics to win free lessons – maintain engagement
  4. Update them on the latest news regarding getting back on the road
  5. Offer your own BBL - Bounce Back Lessons!  
Commit now (at a discount, get more time later)
  
- **Income generation – maximise your earning potential**
  1. Increase your price today – a higher base provides more pricing flexibility
  2. Research competitors – broaden your service
  3. Review your costs
  4. Start marketing now – 'get back on the road' campaigns.  
The early bird catches the worm