

# Selling in a Covid-19 World

Building The Trust  
Economy Pt IV



# INTRODUCTION

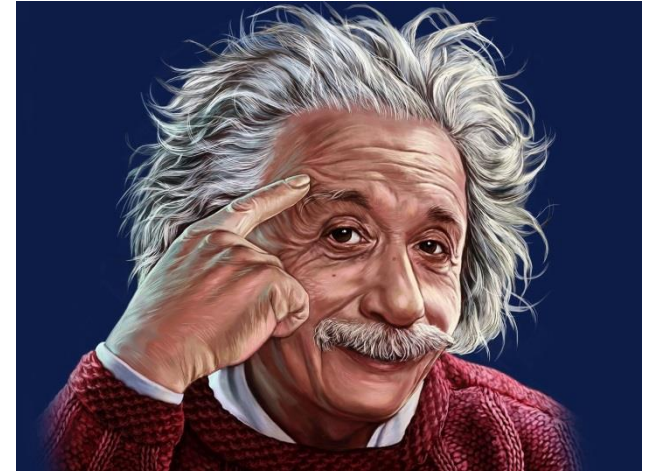
In our last sessions we explored the Importance of Branding, taking our Brand and Reputations online to attract customers...

...now that you got their attention what do they expect?



The definition of insanity  
is doing the same thing  
over and over again and  
expecting a different  
result.

Albert Einstein



# TIME TO REINVENT OR DIE TRYING!

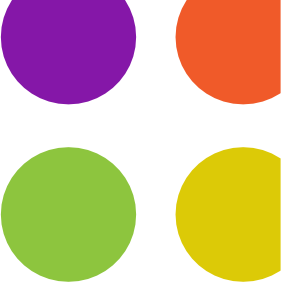
Taking what we have and use them in new ways.

Africa is powered by its people, we have a burgeoning youth population and nearly 1.3bn people on the continent.

We need to **START THINKING SMALL** and **STOP** thinking small!



# WHAT DOES THE FUTURE HOLD?



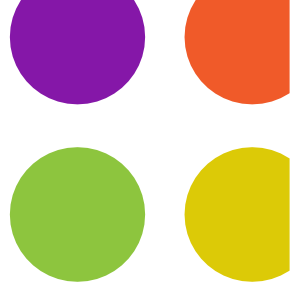
# THE CUSTOMERS' NEW REALITY

The reality is everyone is a victim of the pandemic

Loss of income, reduction of income

Customers still have needs, but not the same ability to pay

# THE "NEW" NORMAL



Customers will spend more time searching for the best deal

There will be an increase in competition with more providers discounting

Price over brand

Customers will put off or delay spend

Traveling to make purchases is the exception not the norm

# REINVENTING YOUR BUSINESS

FREEMIUM reduces customer risk and increase their dependence

REPACKAGE your offering – think bite-size

AUTOMATE your back office - reduce overheads

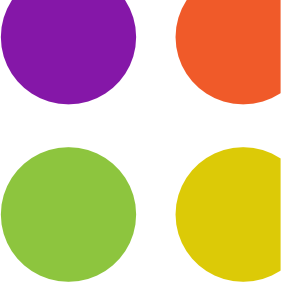
Get CREATIVE - pricing options

FLEX your staff





# CASE STUDIES



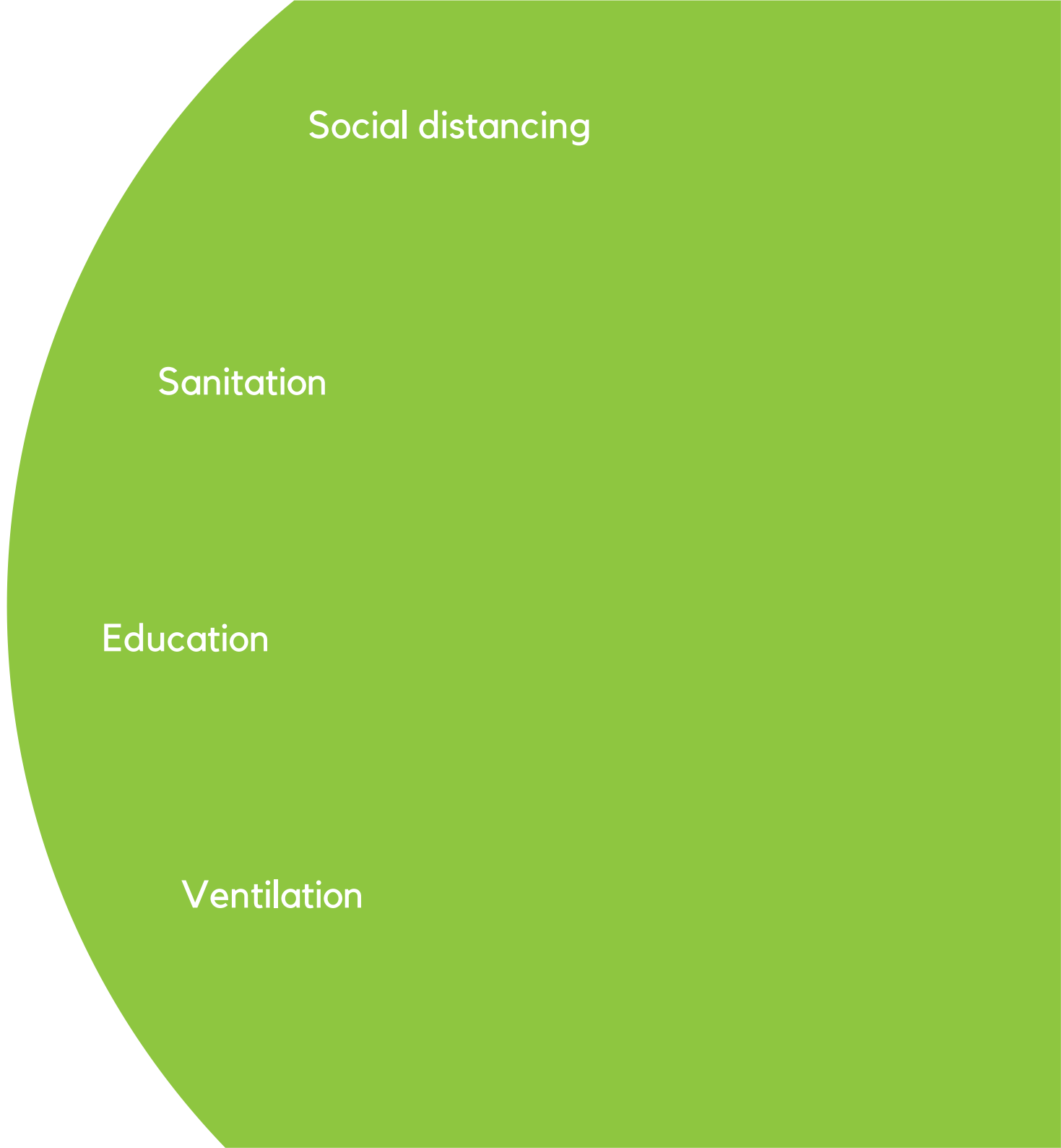
# Safety

Social distancing

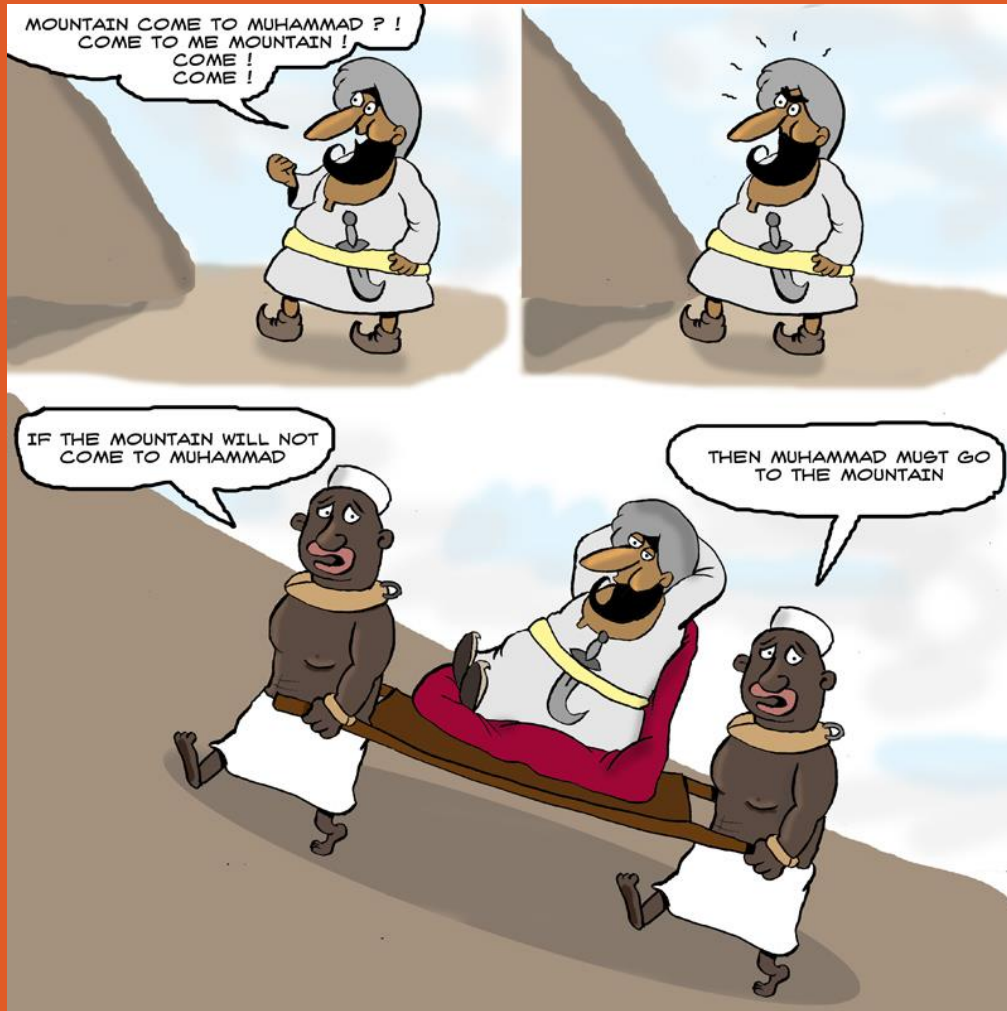
Sanitation

Education

Ventilation



# CONVENIENCE



# REPUTATION

Audiences are more likely to make a purchase (especially online) if your brand is familiar and comes to their mind easily

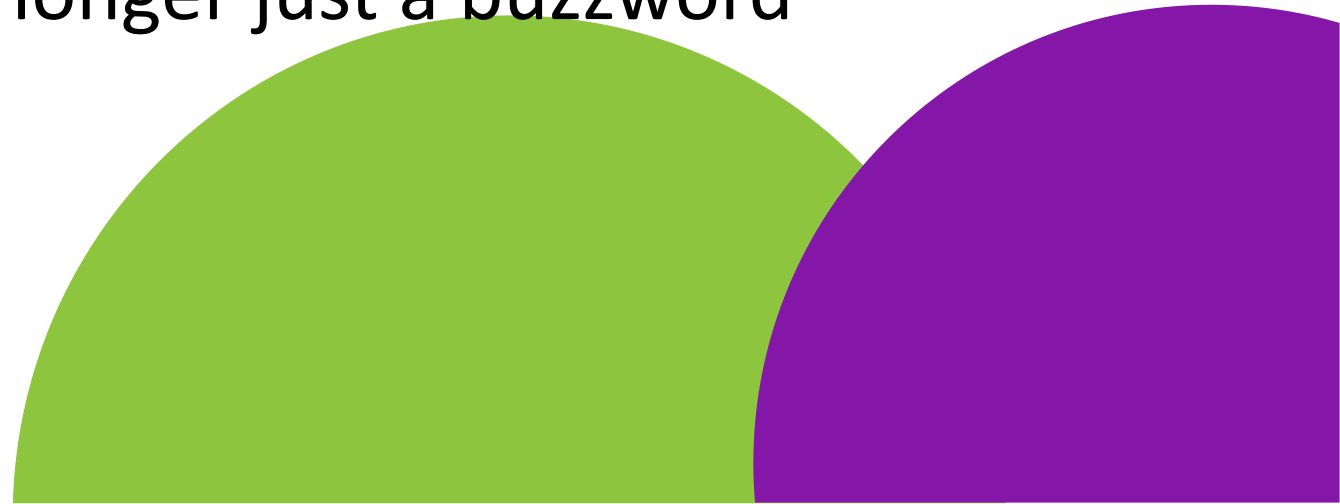
# SURVIVAL CHECKLIST

Invest a in a good ERP/ Accounting system (more control for less cost)

Don't follow the herd...DISRUPT!

Build your reputation fanatically....live and breathe it

Customer-centric is no longer just a buzzword



# IF ALL THAT'S TOO COMPLICATED THERE'S...

FREE LIFETIME  
PROFILE

LET YOUR  
REPUTATION DO  
THE TALKING!

WE MARKET  
FOR YOU

BUILD LEADS THE  
EASY WAY



# JOIN THE MOVEMENT

#LOVELOCALGROWLOCAL



@LOVELOCALGROWLOCAL

# HOW DOES SAIN HELP YOU?



konektd

connecting people  
growing business



SAIN

South Africa Int. Network





# USHERING IN THE ERA OF CONNECTED COMMUNITIES

WE HARNESS THE POWER OF YOUR COMMUNITY BY  
CONNECTING PEOPLE IN OUR DIGITAL VILLAGE.

---

KONEKTD BRINGS TOGETHER LOCAL TRADERS, SMALL BUSINESS OWNERS,  
JOB SEEKERS AND CUSTOMERS, GIVING THEM IMMEDIATE ACCESS TO EACH  
OTHER POWERED BY REFERRALS FROM PEOPLE THAT YOU TRUST!



konektd

connecting people  
growing business



SAIN

South Africa Int. Network