



TRANSITION Home Office PLAN

Today many of your customers and their employees are working remotely. Home offices still require the everyday business supplies that you provide and those employees may need guidance on how to procure the items they need. Below are some simple steps that can help your customers as they transition to their new working environment.



1. SEND AN EMAIL

Have your customers send their employees an email outlining your partnership and that all office supply purchases should be made with *(Your Company Name)* and through *(your website name.com)*.

Include instructions on how to place an order through your *(Website Name)*. Remind them that they need a User ID and Password to access their company's contract pricing.

If they don't already have a user ID and/or Password for the site, have them email your *(customerservice@xyzoffice.com)* and you will set one up for them immediately.



2. PURCHASING PROCESSES

Show how you can be an even stronger partner in their time of need.

Suggest that your customers may want to create an approval process for ordering supplies with their employees, since many of their normal internal control processes may no longer function.

Offer to walk them through your website's capabilities for spending limits, approval chains, reporting, etc.



3. CUSTOMER SERVICE

Prepare your internal teams for the increased customer service workload.

Instruct them on procedures for setting up new home based user accounts.

Provide guidance on how to handle the increased call/email volume from customers that don't normally place their own orders.

As new accounts are added, make sure they are also added to your CampaignAdvantage™ email marketing distribution lists.



4. DELIVERIES

Make sure that you change any master account settings relative to delivery instructions for these new user accounts.

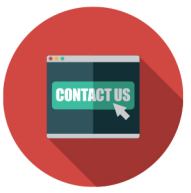
The vast majority will now be home delivery via UPS.

Ensure you clarify delivery addresses with every new user setup. We recommend verifying addresses at the web address below to avoid any accessorial charges for incorrect addresses.
https://www.ups.com/address_validator/search?loc=en_US

Make sure you know how to leverage SPR's Source Complete drop ship logic for greater fill rates. If this is new for your dealership, please contact your system vendor for instructions on how to set it up to take full advantage of our national drop ship capabilities.

With this increase in average freight expense, you may need to have a conversation with your accounts on how they want to handle this expense if you cannot afford the short-midterm margin impact.

Some of you may also explore using your smaller delivery vehicles to make the home deliveries yourselves.



5. WEBINARS

Offer webinars for your customers. Schedule a session each day to help your customers and their employees navigate your website features, the services you provide and products you sell.

If you are not currently using a webinar software, there are several free options online that you can use (ex. www.Join.me).

Create Virtual Lunch & Learns with your customers:

1. Include manufacturer representatives for category/product training.
2. Augment this training by arranging for delivery of samples a couple of days ahead of the training session.
3. Use Uber Eats, Jimmy Johns, etc. to provide lunch delivery.



6. RESOURCES

Offer training for your Sales Representatives and CSRs to maintain their productivity.

Consider leveraging our SPR training resources for your sales representatives and CSR training:

1. SPR University™ offers general product/category training.
2. Utilize OnPoint OnDemand™ for Jan/San category training.

Utilize the promotional flyers & emails from SPR to provide vital communications with your customers:

1. Check the MarketingOnDemand™ portal for more resources.
2. Use Create-a-Flyer2™ to quickly create your own custom flyers.

S.P. RICHARDS CO.™ Our personnel stand ready to work with you to deliver the products and services that your customers need for their home offices.

For information on COVID-19 Relief Funding and SBA Disaster Loans, please visit the NOPA website at <https://www.nopanet.org/coronavirus--covid-19--resource-center>