

Landlords, Lenders & Vendors

A guide to the conversations you need to have as a small business owner in a public health crisis.

During this time of uncertainty, clear communication is vital to help you sustain your business. Below is an example of how you might approach conversations with landlords, lenders, and vendors.

- ✓ Before you make the call have a very accurate, clear and concise concept of what you need to ask for specifically, based on:
 - your past performance as a tenant/ borrower/ buyer
 - an honest interpretation of your current financial situation and expectations you have for either reopening, or continued operations with greatly reduced sales, etc.
 - what you are actively doing now to preserve your business
 - Are you improving your marketing skills with low cost advertising and outreach?
 - Are you using this time to improve your financial systems?
 - Are you taking online trainings to build your business skills?
 - These things all help demonstrate your continued investment in the business.
- ✓ When you call, remember to introduce yourself; everyone is under a lot of strain right now and common courtesy goes a long way!
- ✓ This should be a true heart-to-heart discussion, person to person.
- ✓ Clearly state you are calling to discuss finding a way to work together to maintain your business while adjusting to the current public health crisis.

Remember that none of us chose to be in this situation and we have very little power to change it.



IMPORTANT DISCLAIMER: CLEDA created this white paper to provide guidance for small business operators suffering negative impacts due to the current public health crisis. It is written primarily from a community-level perspective and does not replace guidance from an individual's attorney, lenders, or financial advisor.

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