



# REOPENING YOUR SHOWROOM BEST PRACTICES

## 10 TIPS TO CONSIDER WHEN REOPENING YOUR SHOWROOM

1. The best format for in person appointments is one to one; one customer per available showroom employee.
2. It would be beneficial for the customer and the employee to wash their hands before touring the showroom to prevent the spread of disease.
3. If possible, the customer and employee should wear a mask.
4. Showroom employees should mark all items touched or handled by the customer with a post-it note or other removable sticker. Once the visit is complete, the showroom should sanitize all products handled by the customer.
5. Ensure the customer takes all pens, paper and materials that they have touched with them. Offer to dispose of anything they do not wish to keep.
6. Remove any collateral the customer can pick up and potentially leave behind; brochures, free samples, pens. Minimize display decorations and staging to be clean and simple.
7. Offer touchless payment solutions like Pay Trace.
8. Be mindful of your customers time. If possible, get as much information about their project before they arrive via phone call or email.
9. Space desks and work stations at least 6 ft apart.
10. Post new showroom policies clearly. Have signage in the showroom and messaging on your website. Communicate what to expect with your customer before the visit. It would be best for the manager to come up with an email template to be used by all associates for consistency.