

This information is being provided as a public service to the members of the construction community and users of James Hardie products.

Information attributed to the agencies and organizations listed herein is based on information available as of the date of this publication. Always check with the listed source to make sure you have the most current information.

Always check with state and local authorities for additional requirements. Where there is a conflict, always follow local laws and orders.







### Our commitment to you



As a trusted partner, we are focused on providing you with the support and resources needed to help you maintain the health of your company and employees during the current COVID-19 pandemic.

#### We are committed to:

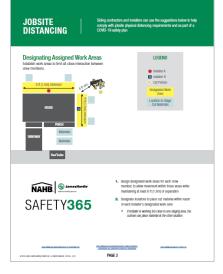
- Providing you with an overview of COVID-19 and the actions you can take to support safe business practices
- Sharing suggestions to build and execute a pandemic response plan, including necessary adjustments to ensure business continuity
- Providing recommendations on how to communicate your plan and preventative actions to your employees and customers

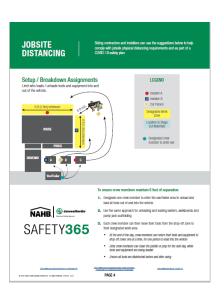
#### **COVID-19 Safety Resource Guide**

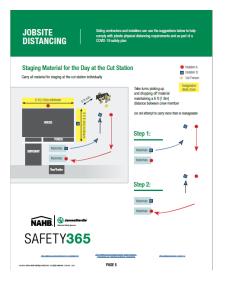












### **Business Continuity during COVID-19**



Business continuity across all aspects of your business is important, so here are some ideas and suggestions to help you.



### **Critical Sales Capabilities**





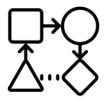
#### **Video platform**

- Determine your platform for virtual face-to-face homeowner meetings
- Spectrum, Zoom, Google Hangouts, Facetime, GoToMeeting, One-Click, Etc.



## Proposal & document sharing platform

- Determine platform and format for presentation and document sharing
- Spectrum, Sumo Quote, Zoom, One-Click, etc.



### Standardize & train the sales process

- Ensure your sales process is virtualready and sales team can execute
- Sumo Quote, PowerPoint, Word, Ingage, etc.



## Communicate COVID-19 company protocols

- Ensure your COVID-19 best practices are documented and communicated
- PPE, Meetings, Jobsite, Install, etc.

### Optimize Operational Efficiency





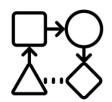
# Build & communicate org. roles & responsibilities

 Ensure there is clarity on who owns what and how the work in your organization is structured



## Ensure budgets, forecasts, goals & KPI's are clear

 Take this opportunity to ensure your company financials, goals, and metrics are correct, updated, and shared with appropriate personnel



## Build and/or enhance all company SOPs

 Take this opportunity to make sure your sales process, lead intake process, project management SOP's and crew management SOP's are all up to speed and your team is trained on them.



# Identify opportunities or challenges & seek assistance

 Identify any areas of your business you need some help with and reach out to Industry experts to help resolve. It could be anything from lead generation to project management - now is the time to fine tune your business.

### Marketing in a COVID-19 Environment





## Communicate your COVID-19 company policy

 Explain how you put company protocols in place to ensure safety and responsibility



## Update website & marketing campaigns

 Ensure you are communicating your COVID-19 protocols, and that your messaging reflects the current environment including community specific letters from company leadership



### Utilize social media to help gain referrals

 Use social media to spread your message, feature videos & other creative uses, feature your employees and customers, showcase community projects



### Optimize all free marketing & focus on lead rehash

Ensure your Google
 Places page, Yelp,
 James Hardie, BBB,
 etc. are all updated
 and accurate. Focus
 efforts on lead rehash,
 referral optimization,
 community outreach
 and other free lead
 sources.

### Ensure Production is Virtual-Ready





## Conduct all meetings virtually when possible

 Conduct all preconstruction and design meetings virtually where possible



## Provide thorough scope of work to install crew & homeowner

 Build thorough scope of work documentation to ensure jobs have minimal disruption and maximized efficiency. Include COVID-19 protocols to ensure safe practices followed by crews.



## Provide COVID-19 protocols to crews, homeowners & dealers

 Ensure you are communicating your company policy on working during the COVID-19 crisis with all partners to ensure safety and clarity with all parties



## Utilize virtual jobsite management technology

 Take necessary steps to ensure you can effectively and efficiently manage jobsites remotely, reducing the number of site visits and minimizing risk

### **COVID-19 Safety with Homeowners**















Virtual Sales
Process

Digital Communication

Our Responsibility

Small Install
Teams
Committed to
Safety

Hygienic Jobsites w/ Zero Home Entry Policy Safety Guidelines

We meet & discuss your project virtually, eliminating the need for us to enter your home!

We utilize electronic communication or 'zero contact' systems for communications, document sharing & estimating.

Our team
understands and
strictly adheres to all
CDC, OSHA, and
NAHB COVID-19
guidance. We are
fully committed to
operating safely both
at home and at work.
We work and live in
this community and
take this commitment
extremely seriously.

Safe businesses start with safe employees. We have daily meetings to ensure all of our employees are in good health, understand your project, and our safety programs.

Hand washing stations, zero shared tools or devices, 6 ft of separation, PPE, on site bathroom facilities to eliminate home entry, PPE & sanitized any person or property that does have to enter your home with approval

We will post our safety guidelines on the jobsite to ensure the safety of all those involved in your project.