



CRIMDELL  
SMALL BUSINESS  
NETWORK

## WEEKLY NEWSLETTER

July 17, 2020

CrimDell SBN has provided approximately **350 hours of counseling to 20 local businesses in Williamsburg free of charge!** If your business would like to partner with us, send an email to [crimdellsbn@gmail.com](mailto:crimdellsbn@gmail.com).

### UPCOMING EVENTS

#### Leadership: Increased

#### Awareness...Increased

#### Choices

Professor Terry Shannon, Executive Leadership Coach, and W&M Adjunct Professor will discuss a simple leadership framework to embrace during these challenging times and beyond. The framework centers around increasing awareness of self, of others, and of the situation which in turn increases our choices leading to improved results and better outcomes. Join us on Thursday, July 30th at 6pm.

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### HELPFUL LINKS



#### How to pivot from In-Person to Virtual Sales

From using social media campaigns to customer interactions, here are ways to shift sales strategies to online successfully.

[Read More +](#)

#### 5 Steps to Prepare for the Close - Open - Close Economy

Steps business owners can take to guide key stakeholders during a sharply fluctuating economy.

[Read More +](#)

#### Operation Open Doors

Guidance and tools that the National Retail Federation has compiled to operate stores safely during the health crisis.

[Read More +](#)

#### How To Pay Off SBA COVID-19 EIDL Loan Early: A Walkthrough

A clear detailed guide that explains how business owners can pay off the SBA COVID-19 EIDL loan.

[Read More +](#)

[Click Here for More Resources](#)

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