

How to Protect Your Business in a Stormy Economy

We are all concerned about the U.S. economy. And so much of it is totally beyond our control that no businessperson really knows what to do and what the best options are. Right now, things are changing so fast that what is believed to be a wise business decision today may not look so good in a day or two.



So what can we in the jansan industry do? The first thing is to not let rumors and fears take over. Invariably, that could cause you to make a wrong business decision that you may quickly regret. Remember the words of Franklin Delano Roosevelt: “The only thing we have to fear is fear itself.”

Arm Yourself with Information

Replace fear with information. Gather as much information about the marketplace and our industry as possible. This will give you a sense of control in a period of unprecedented uncertainty. One way to do this is to develop a networking group. Keep in touch with key players in our industry—manufacturers, distributors, manufacturers’ reps, and end users—and discuss how the economy is impacting them and what they see happening. It’s likely you will hear that less has changed, in our industry at least, than you suspect.

Sell What Sells

Another step for manufacturers and distributors is to evaluate their product line. This may not be the time for end users to select high-end equipment, machines with lots of bells and whistles, or new technologies that have yet to develop a proven track record. Instead, promote products that are well established, are known to perform well, and are cost effective to maintain as well as to purchase.

Many advocates of Green cleaning have wondered if the current economic situation will “take the green out of Green.” As a result, some manufacturers and distributors may be considering placing environmentally preferable cleaning products and equipment on the back burner.

Although it is true that some Green products cost more than conventional tools, in the long run the benefits they provide—including increased health and productivity—tend to offset this additional cost. Manufacturers and distributors may need to work harder to show the value of environmentally preferable products. This is the message that needs to be conveyed to end users.

What about My Job?

For many of us, the economic downturn is very personal as we wonder whether we will have a job in a few months. This is a genuine concern, and there may well be some layoffs and some mergers, which tend to result in job cuts.

Again, the best way to deal with this is not fear but information. Company executives would do well to meet with their employees and discuss the current situation and its potential impact currently and in the immediate future.

As for employees, there is no better time than now to be a good soldier. Employers want people working for them who have faith in the company, work well with others, and are giving 100 percent. Fretting, economic worries, and gossip have no place in the office environment—especially now. Focus on doing good work, staying positive, and helping the company achieve its goals.