



Margee Witt
Oakland, CA

We have been spending a lot of energy on marketing and communicating to our customers during these unusual days.

We keep our website updated with important information; source new and relevant products; create flyers and email blasts to promote those products; offer free home office delivery, on and on. Anything we can think of to keep Blaisdell's front of mind.

So far, it's paying off. We have received an amazing amount of new business customers, who have heard of us and the good things we are doing in the community and for our customers.

We are doing business completely differently than normal. We are stocking more product (hygiene) as we source them; typically, we are a non-stocking dealer. Working with a skeleton crew in the sales office – all our sales team are working remotely. It is just not business as usual.

We all have access to remote conferencing, which we have used and are already familiar with. This has come in handy for our weekly sales meetings and now used to connect with our remote workers.

Then in our 'down time' we are helping our community by supporting the food banks with distribution of meals; handing out Easter chocolate to hospitals and First Responders, and other helpful things to keep spirits high in our community.

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