



# Retail During COVID-19

Join Lyn Falk for an upbeat hour-long webinar on how to create a healthy and positive customer experience in your store.

**Hosted by:** Your name here.

**Date & time here**

## Lyn will cover:

- creating policies and getting staff on board
- communicating policies to your customers
- addressing your storefront
- creating welcoming, uplifting window displays
- laying out your space to accommodate the required physical distancing
- addressing product volume on selling floor
- creating a safe environment without looking like a health clinic during a pandemic
- creating a beautiful environment that still touches all the senses
- interspersing areas that surprise and delight
- incorporating helpful signage throughout your store
- introducing mobile checkouts/pickup kiosks
- preparing for a variety of customer reactions
- keeping your staff upbeat and delivering exceptional service

**Have a burning question?** Send it ahead of time:  
[solutions@retailworksinc.com](mailto:solutions@retailworksinc.com)



Lyn Falk has devoted over 35 years to teaching and helping retailers build healthy, purposeful and productive spaces that move hearts, minds and merchandise. Her expertise in retail design, business, consumer behavior and environmental psychology has helped her develop solutions that not only meet but often exceed her client's projected goals/sales. She is founder and President of Retailworks, Inc. (1995), an award-winning branding, design/display and consulting firm specializing in the retail and hospitality industries. Now more than ever, her expertise is needed in the world of retail!.



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