

AirCall Phone Script

No Answer message:

Hi, my name is _____ and I am calling from the New Mexico Small Business Development Center COVID-19 Team, in cooperation with the New Mexico Department of Tourism, we are calling small businesses such as yours because we know the tourism industry has been greatly impacted. We wanted to make sure you were aware of the **COVID Safe Practices for Individuals and Employers**. Please call me back at XXX-XXX-XXXX Ext XXX."

When a call is answered:

Hi, my name is _____ and I am calling from the New Mexico Small Business Development Center COVID-19 Team. In cooperation with the New Mexico Department of Tourism, we are calling small businesses such as yours because we know the tourism industry has been greatly impacted by the coronavirus pandemic.

Question 1: May I speak to the owner of the business or someone who is in charge? (If speaking to the business owner already continue to Question 2.) ☐ Yes ☐ No

Answer Q1: If Yes and are transferred to the owner: Restate above to the owner..... Go to Question 2:
If No: When would be a better time to call to speak to whoever is in charge of the business?
(Place in return call queue in Aircall– need directions on how to)

Question 2: Do you have a moment that I can ask you a few questions? ☐ Yes ☐ No

Answer Q2: If Yes, confirm contact information in Neoserra and continue through Question 3-12:
(Information to verify is as follows: Information in initial contact box. Then click "Edit" and verify name, first and last, business name, email address, cell number if available.)

☐ If No, now is not a good time: We are a grant funded program from the US Small Business Administration so all of our COVID-19 related services are at no cost to you as a New Mexico small business. When would be a better time to talk to you?" (Place in return call queue in Aircall or if they can talk now, go to Question 3)

OR:

☐ If No, not interested:
If you change your mind in the future, you can contact us at XXX-XXX-XXXX or visit our website at www.nmsbdc.org at any time to find out more about the New Mexico Small Business Development Center COVID 19 services."

Question 3: How has the COVID-19 pandemic impact your business?

Question 4: Did your business temporarily closed down? ☐ Yes ☐ No

Question 5: Have you re-opened your business or do you plan to re-open as the Stay-at-Home order is lifted?

☐ Yes

☐ No

If they have already re-opened, ask "What challenges are you facing in re-opening?"

Question 6: Do you need help in developing a plan to re-open?

☐ Yes

☐ No

Question 7: Have you applied for disaster funding like the Economic Injury Disaster Loan (EIDL), Paycheck Protection Program, or any other emergency funding?

☐ Yes

☐ No

If Yes: What did you apply for? EIDL? PPP? Other funding? (enter loans applied for)

If Yes: When did you apply and when did you receive funds?

If Yes and they applied for PPP: Do you need help understanding the Forgiveness part of the Paycheck Protection Program?

☐ Yes

☐ No

If No: Do you need help identifying funding options or applying for loans?

☐ Yes

☐ No

Question 8: Do you have employees?

☐ Yes

☐ No

If Yes: Have you kept your employees during your shut down?

☐ Yes

☐ No

If Yes: Are you using disaster funding (such as EIDL or PPP) to pay their wages?

If No: Do you plan to rehire your employees when your business is re-opened? ☐ Yes ☐ No

If No, this implies they are sole proprietors or independent contractors, so go to Question 9:

Question 9 (Only for businesses without employees): Did you apply for the Pandemic Unemployment Assistance through Workforce Solutions? ☐ Yes ☐ No

If Yes: Have you been receiving unemployment assistance yet? ☐ Yes ☐ No

If No: Do you need help understanding what unemployment options are available to you and applying for assistance? ☐ Yes ☐ No

Question 10: Do you need help figuring out what to do next whether that is reopening, adapting to a new business model, or closing down? ☐ Yes ☐ No

Question 11: What kind of help do you need?

Question 12: Would you like to hear about our free services available to small business owners?

☐ Yes ☐ No

Training Options:

One of the best places to start is to take advantage of our live trainings. We offer several online, daily trainings related to the federal CARES Act and disaster funding, pandemic unemployment assistance, cash flow analysis, doing business during and after COVID-19, and establishing a disaster recovery plan.

Counseling Options:

The Small Business Development Center provides one-on-one, no cost counseling to small business owners by trained Business Advisors. This option is very helpful so you can explore your own individual situation.

Directions to Sign Up for Services:

You can sign up for all of our counseling services and trainings at our website: www.nmsbdc.org. We also have a lot of other COVID-19 resources available on our website. Would you like me to help you sign up for any of our services?