Conference Call

# COVID-19 Project Scope

03/23/2020

10:00 AM

**Meeting called by:** Joe Delapp

**Attendees:** Emory Mulling, Joe Delapp, Jeff Bermel, Tommy Tucker

**Please read:** “UPDATE with Important Information on COVID-19 Project” Email

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| --- | --- | --- |
| TOPIC | NOTES | TO DO |
| Topline Comments | * **Joe**
* Where are we
* Where do we want to be
* Are we ready to go and if not, how can we be,
* and can we make a Monday night launch—by group?
* Phase I and II and beyond
* The forecast dilemma
* What do we if we get besieged ???
* Changes to phone
* Changes to pricing
* People
 |  |
| Topline Process Flow | * **Jeff/Joe**
 |  |
| EM, WPC and Project Team Spreadsheet | * **Jeff/Joe**
 |  |
| Progress | * **Joe**
	+ Trial users
	+ 30 minutes of consultation
	+ Extra Consultation Time – How to bill?
		- Selling units
		- Tie selling unit to the calendar
		- Joe to give Brandon passwords to Calendly
* **Tommy**
	+ Progress on Manual
* **Emory**
	+ HR FAQs
* **Jeff**
	+ Legal FAQs
* **Emory/Joe**
	+ Progress on how to restart the business
 |  |
| Marketing | * GhostBusters
	+ Mulling email list
	+ Shortening the offer
	+ Changing target
* Guasch Media
	+ LinkedIn mailing
 | * 4-6 Scenarios
	+ “What do I do as a business owner/leader when people come back to work?”
 |
| Credit Card/Sales | * SQUARE as POS
	+ EM will use to take credit card information
	+ Add SQUARE to website for online purchases
	+ Recurring purchases
 | * Joe Delapp
	+ Call with SQUARE
	+ Invoice vs. manual input
* Streamline sales administration
	+ Contact Info
	+ Credit Card Information
	+ ***Cannot*** overload sales rep
 |
| Phone | * Guasch Media
	+ Grasshopper – Short Term
	+ SalesForce – Long Term
	+ One main number (800-XXX-XXXX)
	+ Route to personal phone
	+ Calls fed to individuals
 | * Guasch Media
	+ Launch Grasshopper
	+ Phone Menu and VM messages
 |
| Email/Domain | * BlueHost
	+ Domain for email purposes
	+ 3-year registration of Mulling-hr.com
* Microsoft Office 365 Business Essentials
	+ \_\_\_\_\_\_\_@mulling-hr.com
	+ Email hosting
	+ Shared ***INTERNAL*** calendar
	+ Web versions of Word/Excel/PowerPoint
	+ 1 TB cloud storage
	+ Microsoft Teams – up to 250 person meetings
 | * Guasch Media
	+ Launch domain
	+ Launch business email accounts
 |
| Website | * Elfatrany
	+ Phase 1 changes – Completed by Monday evening
	+ Phase 2 changes
	+ Mulling Corporation website front page will be our offer
	+ SQUARE addition not going to be complete by Monday
 | * Elfatrany
	+ Implement phase 1 changes
	+ Implement SQUARE by Monday Evening (If possible)
	+ Booking system on website for clients (Guasch Media assist)
* Jeff Bermel
	+ Revised Bio and Picture
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| Manual | * Team Input
	+ Assist Tommy in developing Manual
 | * How companies address issues
* Guide the client, not instruct
* Include SHRM?
 |
| HR Consultants | * Training Session
	+ Jeff assisting
	+ Background, Goal, Resources
	+ Shared front-end responsibilities with EM
* IT Issues
	+ Joe Delapp
	+ Guasch Media
* HR Consultants
	+ Hours/Days
 | * Emory Mulling
	+ Line up a few more HR consultants
* Jeff Bermel
	+ Hours/days Mulling-HR available
	+ Background, Goal, Resources
	+ What questions will clients ask and how will we respond?
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