



## Making the Most of Being Closed

If you and your team are still able to access your center safely and lawfully, this pause in business can be a great time to complete tasks that are difficult to do when the center is open for business. From deep cleaning to deferred maintenance, it is the perfect opportunity to prepare the center for bowling reimagined...post COVID-19 and insuring a smooth and successful reopening!

Take this opportunity to get the machines and lanes in top-notch shape. Give the center a good cleaning and fresh coat of paint, check your computers, emergency lights, phone system, etc. and start making plans to enhance your customer service and provide customers an amazing experience once again. To assist you in taking advantage of this down time, we have created a comprehensive checklist that includes preventative maintenance, projects, cleaning, marketing, computers and more to assist you in getting started. The checklist is downloadable from [QubicaAMF.com](http://QubicaAMF.com) or our exclusive [BES Xtras Blog](#). There is no doubt there are other things you are doing while the center remains closed to prepare reopening. Feel free to post on the QubicaAMF [Beyond the Frame](#) Facebook group page and share your best practices with others.

The pandemic has created worldwide havoc and in many different ways. Lives have been lost, jobs eliminated, budgets stretched and patience tested. Mandatory quarantine has caused a rise in boredom, loneliness and depression. Customers want to get back to having fun as much as you want them to be able to start bowling again.

A small act of kindness can generate a lot of happiness! Pull up the center database and start making old-fashioned phone calls just to check on your customers and say hello. This will be especially well received by your league secretaries and officers. Remember, they are your partners and they will work to keep the leagues together. This small act of kindness will be remembered for a long time. Now is the perfect opportunity to show your customers how much they matter and is a great way to establish a friendship that will reap rewards for years to come.

Look at the center being closed as an opportunity and concentrate on doing things that are otherwise challenging and even impossible, when the center is occupied. When your customers return, and they will, they will be welcomed by a clean, well-maintained facility that is running smoothly and they can simply have fun.

Bowling will be back bigger, better and stronger than ever before. QubicaAMF is committed to supporting our customers through this difficult time and will continue to provide the tools and resources necessary to help you recover and thrive.

“The pessimist sees difficulty in every opportunity. The optimist sees the opportunity in every difficulty.”

~Winston Churchill

***Not a member of our private blog?***

Request your invitation by sending the information below to [BESXtras@QubicaAMF.com](mailto:BESXtras@QubicaAMF.com) and we'll get you an invitation out right away.

- Name:
- Center Name:
- Email Address:

What is your center doing while closed? How are you staying connected to your customers? What is your message of hope? What are you doing while sheltering at home? What can we assist you with? Send your best practices and thoughts to [BESXtras@QubicaAMF.com](mailto:BESXtras@QubicaAMF.com) or post on [Beyond the Frame](#). We're all in this together and together we will return! #supportbowling