



# May 2020 News from TRICOM

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### Important COVID-19 Relief Updates and Reminders

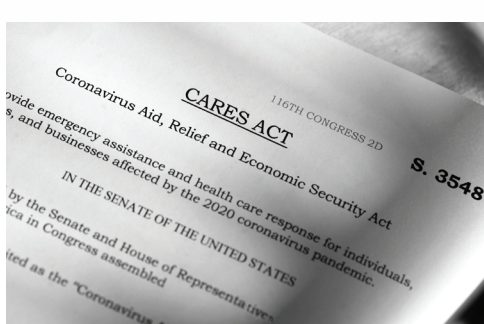


Photo Source: gettyimages.com

New information, clarifications, and updates continue to be released regarding COVID-19 relief programs, and specifically for the CARES Act, PPP Loans, and Families First Coronavirus Response Act.

Following is an overview of some of the most important updates and reminders for staffing company owners, including expenses that are forgivable under a PPP loan.

[CLICK HERE](#) TO READ THE LATEST UPDATES AND REMINDERS REGARDING COVID-19 BUSINESS RELIEF EFFORTS.

### This Month's Webinar: Best Practices for Collecting on a Delinquent Account



Thursday, May 21,  
2:00 pm EDT / 1:00 pm CDT  
Cost: Complimentary

[Click to Register! >>](#)

Business owners faced with a delinquent accounts receivable account often contemplate the best course of action to take for payment recovery. Join TRICOM and Caine & Weiner for our May *Industry Insider* webinar for a discussion on traps, tricks and tactics every staffing professional should know including:

- 5 rules in accounts receivable process
- Top 7 traps staffing companies should avoid
- When should you negotiate
- Service provider vs finance relationship
- Why age is powerful
- When to place in collections

By the end of this session, you'll know the tips on how to best get paid on-time.

### Selling in a Crisis



TALLANN RESOURCES

In Tom Erb's "Selling in a Crisis" webinar, he reviewed the silver linings that come with every downturn. These range from scarce, marketable talent becoming available, to the thinning of competition, how recruiters' value as experts increases, and more.

In times of crises, many businesses tend to panic, leading to poor decisions. Often the panic will lead business owners to stop selling and recruiting as well as slash expenses – all of which leads to decisions creating negative impacts on the business. Owners are left unprepared for the inevitable rebound.

The best course of events in the time of crises is to maintain focus and continue to sell, but tone down the message. It's important to remember that people don't want to be "sold," especially now. As Jeffrey Gittomer says, "People love to buy, but hate to be sold to."

Not only are prospects getting bombarded, they're stressed out because of the uncertainty in the business climate, have guilt because they may be laying people off, and are worried about their families and staff.

[CLICK HERE](#) TO READ MORE ABOUT HOW TO DIFFERENTIATE YOURSELF FROM THE COMPETITION, AS WELL AS THE CURRENT TOP-10 MOST IN-DEMAND JOBS IN THE U.S.



Get the latest industry news, resources and updates right to your newsfeed by liking TRICOM on [Facebook](#) and following us on [Twitter](#)!

### Upcoming Webinar:

**Best Practices for Collecting on a Delinquent Account**

**Date:** Thursday, May 21, 2:00 EDT / 1:00 CDT

**Duration:** 1 hour  
**Cost:** COMPLIMENTARY

[Click to Register! >>](#)

### Events:

**May 25** — TRICOM offices are closed for Memorial Day.

**All upcoming industry events are cancelled until further notice.**

### New On TRICOM.com!

**COVID-19 Resource Center**  
Our online COVID-19 Resource Center lists the latest updates and guidance on COVID-19 relief efforts, as well as links to other important resources from sources such as the U.S. Department of Treasury, U.S. Department of Labor, U.S. Small Business Administration, and more. Included are links for FAQs, PPP and Economic Injury Disaster Loan Applications, overviews of the latest relief efforts, and other resources meant to help guide employers through the ever-changing relief landscape. [Click here](#) for the latest updates.

**Information contained within this publication is intended for informational purposes only and does not constitute legal advice or opinion, nor is it a substitute for the professional judgment of an attorney.**