

Operators Guide: How to Answer Difficult Questions

Objective - A guide towards dealing with the difficult questions [both in person, and online], faced by operators as they reopen, in the unique conditions they are encountering.

1. Question - "How DARE you reopen? Don't you know you're putting lives at risk?"

Instead of saying: "Everyone else is opening. It's only fair that we move forward."

Try saying: "I have family myself, and nothing is more important than the safety of our guests."

3. Question - "It's irresponsible for you to open? Those resources are needed elsewhere?"

Instead of saying: "Look, the Governor has said it's OK to open. We need to take guidance from somewhere."

Try saying: "I'm a resident of this community. I asked myself that same question. I know how critically important it is that families have a safe opportunity to get some fun and recreation after weeks of quarantine. We're opening our facility in a slow, careful and measured way, to ensure a safe environment for all of our guests and staff."

5. Question - "What makes you think you should open, when others businesses can't?"

Instead of saying: "I can't speak for other business owners."

Try saying: "I've been home just like you and I know how consuming and confusing all the conflicting directions can be. We're working directly with our local Health Department to ensure a safe, clean environment, for all our guests."

7. Question - "Are you doing enough to keep me, and your staff safe?"

Instead of saying: "Yup. We're working extra hard and wiping down the rides every turn."

Try saying: "You know what? I'm a parent myself. I know how important it is to have a clean, safe environment for my children to play in. Our facility is clean and safe. I've seen first-hand the work that goes into keeping it clean. I've happily brought my own children out here to play. Our facility is not only clean, it's safe. We look forward to showing you the efforts we have gone to."

2. Question - "Do you care more about money than keeping people safe?"

Instead of saying: "That's mean! How dare you accuse me of that!"

Try saying: "You have questions about the right time to open our facility. I've asked myself those same questions. Here's what I know: Nothing is more important than the safety of our guests."

4. Question - "Why should I come in and work again? Is it really safe?"

Instead of saying: "You worked here before. Did you get sick then?"

Try saying: "I know that's an important issue to you. I've been coming here every day myself. I have worked to make this facility safe. We're counting on you to come in and help KEEP it safe."

6. Question - "Why are you not hiring back all those you use to employ?"

Instead of saying: "We're using this as an opportunity to cut some of our lower performers!"

Try saying: "I think everyone is anxious to get back to business. Our most important job is to keep our guests safe. We're opening our operations slowly and carefully to achieve that. And slowly means our staffing needs will fluctuate. We're looking forward to getting back to normal as well, but we're going to get there safely."

8. Question - "What are you basing your reason's on to reopen? Are you just making it up?"

Instead of saying: "Look, the Governor said it was OK. What more can we do?"

Try saying: "I know how consuming and confusing all the conflicting directions can be. We're working directly with our local Health Department. They've been here, they've inspected us, and they've given us a clean bill of health. Nothing is more important than our guests and we look forward to impressing them with a safe, clean environment."