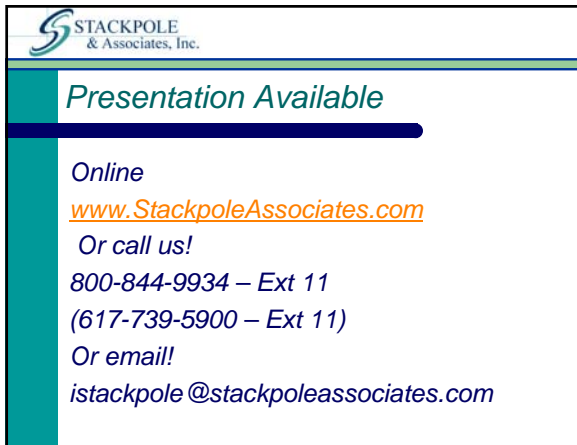
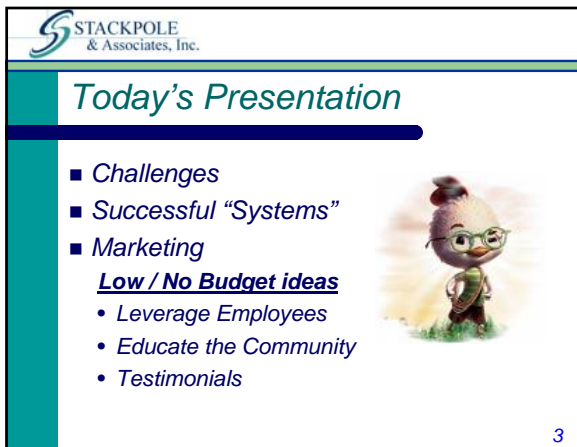


Chicken Little – The Optimist!







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Employees as Critical Market Channel

- *Employees As Competitive Advantage*
 - *Loyal Employees → Loyal Customers*
 - *Word of Mouth Marketing → ↑ Referrals*
 - *Loyal Employees → Recruitment Magnet*
- *Employees As Operational Advantage*
 - *↑ Loyalty → ↓ Recruitment Costs*
 - *↑ Loyalty → ↓ Agency Costs*
 - *↑ Loyalty → ↓ Management Costs*

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Educate the Community

- *Find your audiences*
 - *Where are they?*
 - *What do they need / want to know?*
- *Develop the messages*
 - *What positive messages “stick”*
- *Deliver the Content*
 - *Find the right channels*
 - *Develop relationships & make the commitments*
 - *“Scrapbook” your activity & success*

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Testimonials as Marketing Tools

- *Satisfied & Loyal Customers*
 - *Loyal Customers*
 - *Word of Mouth Marketing → ↑ Referrals*
- *“Raving Fans” Advantage*
 - *↑ Loyalty → ↓ Marketing Costs*
 - *↑ Loyalty → ↓ Operational Costs*
 - *↑ Loyalty → ↓ Management Costs*

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Historical View of Management



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Today's Reality



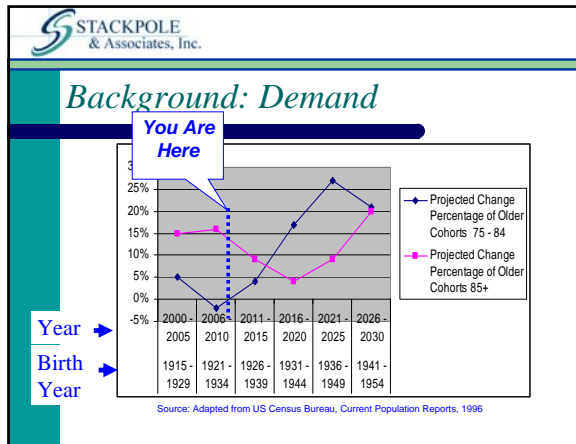
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Background - Challenges

- Competition
 - More Choices - Congregate, HHA, HHC, HCBS
 - And your home's worth less today than yesterday!
- Economy – Medicaid Cuts
- Uncertainty about “Reform”
- Turnover of sales & marketing staff
- Occupancy
 - Demographics & Demand

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- ## Background: Sales
- Sales Systems - Review
 - Who Is Selling?
 - Sales activities for *everyone!*
 - Recruitment / selection of staff
 - Who Succeeds At Sales?
 - Optimists v. Realists
 - Role Alignment & Task Clarity
 - Is everyone singing the same tune?
- 11

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- ## Background: Sales
- Task Clarity is Critical to Sales Success
 - Everyone is clear about what they're supposed to be doing
 - Role Alignment is Predictive of Success
 - Marketing, sales and the entire team (*yes, operations too!*) accepts responsibility for Sales, as well as Customer, Consumer & Employee loyalty!

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Who Succeeds at Sales?

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Some folks just aren't cut out for sales.

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Marketing vis-à-vis Sales

- *Marketing Is Intellectual*
- *Sales Is Behavioral*
 - *Sales is a Full Contact Sport!*

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Clear about Sales & Marketing

- *Marketers are seldom good sales persons*
 - *They're too realistic!*
 - *Who never gives up?*
- *Good marketers are sometimes good sales persons*
 - *Schizophrenia is fun!*
- *Good sales persons may never be good marketers*
 - *Do you want the report on time, or the referral?*
- *Don't agonize.. These are the choices*

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Tactic #1: Leverage Employees


1. **Create a Referral Work Group**

- *Not a committee!*
- *Five (#5) cross functional members*
- *Give them measurable goals*
 - *X Referrals / month by ___ / ___ / ___*
- *Don't meddle*

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Leveraging Employees


- *Groups go through stages*
 - *Forming*
 - *Norming*
 - *Storming*
 - *Performing*
- *Set the Goals but Don't Meddle*

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Tactic #2: Educate the Community

- *Bring the community in*
 - *Health and wellness*
 - *Death and Dying*
 - *Psycho-Social Issues*
 - *Inter-Generational Conversations*
 - *Is dad still driving?*
 - *Concern - Alzheimer's & related disorders*

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Tactic #2: Educate the Community

- **Get your knowledge out there**
 - *By-Lines in local papers*
 - *Interviews with newspapers*
 - *Radio and cable TV*
- **List of local media**
 - *Contact them*
 - *Don't wait for them to contact you*
- **Some Do's and Don'ts**

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Tactic #3: Testimonials

- **Loyalty – More valuable than satisfaction**
- **Measure of Loyalty?**
 - *Willingness to recommend*
 - *Recommendations = Referrals!*
- **Securing testimonials is excellent measure of attitudinal loyalty**

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Tactic #3: Testimonials

- **Loyalty – Among all your segments**
 - *Residents*
 - *Families*
 - *Employees*
 - *Vendors / Suppliers*
- **Measure of Loyalty?**
 - *Willingness to recommend*
 - *Recommendations = Referrals!*
- **Securing testimonials is excellent measure of attitudinal loyalty**

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Conclusion

- Successful “Systems” → Everyone
- Sales success → task clarity
- Marketing → Employee Referrals
- Marketing → Community Education
- Marketing → Testimonials

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(Cheap Subliminal Suggestion)



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