



A GENERAL AGENDA ONBOARDING SALES TRAINING

Understanding Seniors

- 4 pillars to Senior Living Success (Respect, Recruitment, Relationship, resolution)
- Their mindset, stereotypes and emotions behind change
- The bridge of fear
- Navigating their first contact

Successful tours, new inquiries and follow up

- Creating a discovery space
- Basic Body language
- Managing and excelling at New inquiry calls
- Caring, Curiosity and setting your next steps
- Successful mailing of packets
- Getting the most out of tours
- Utilizing residents, food and activities for tours

Lead management, creating a sales funnel, and sales activities

- Exceptional Follow up activities
- Managing your many leads successfully
- Creating a sustainable sales funnel
- When to delete/archive prospects
- Planning your sales activities
- How to effectively spend your time
- The Daily/weekly sales meeting
- Proactive vs. reactive sales
- Sales activities vs. Marketing activities