



# 2024 Sales & Marketing in Senior Living *Certificate Program*

**LeadingAge**<sup>®</sup>  
Minnesota

# 2024 SALES & MARKETING IN SENIOR LIVING

## *Certificate Program*

### GENERAL COURSE OUTLINE

Tuesday, March 19 – Marketing

Tuesday, April 23 – Sales

Tuesday, May 14 – Regulations,  
Communications, and External  
Resources

### DAILY SCHEDULE

8:30 – 9 a.m. Check-in

9 a.m. – 3 p.m. Program

### LOCATION

Lyngblomsten at Lino Lakes  
6070 Blanchard Blvd  
Lino Lakes, Minnesota 55014-6019

## ABOUT THE PROGRAM

Marketing and selling your senior living community in today's environment of savvy consumers, growing competition, and increased public scrutiny requires a personalized approach and a multi-faceted marketing plan. Get the tools, training, and resources to successfully market your senior living community, help consumers make informed choices, and increase occupancy.

## ABOUT THE SALES & MARKETING CERTIFICATE

Participants who attend all modules will earn a Certificate of Completion that demonstrates in-depth professional study of a topic area on a voluntary or individual basis. Questions? Contact Sharon Hollister, Director of Education, LeadingAge Minnesota at [shollister@leadingagemn.org](mailto:shollister@leadingagemn.org).



## KEY LEARNING AND SKILLS

- Understand the consumer's decision-making process when looking for senior housing and services.
- Know your prospective market, your competitors, and the unique features of your senior living community to create an effective sales and marketing approach.
- Build a successful marketing plan to meet your inquiry and referral goals.
- Learn strategies to enhance your reputation and engage the media.
- Navigate the evolving space of digital marketing and social media.
- Understand how Assisted Living Licensure in Minnesota affects your role as a sales and marketing professional.
- Explore the unique sales process in senior living and sharpen your sales and closing skills to convert prospects into residents.

## DAY 1 – MARKETING

Develop skills and tools to effectively market your community.

Topics:

- Utilize data as market intelligence.
- Gain the tools and resources to create and implement a marketing plan.
- Conduct a situation analysis for your organization.
- Use competitor and SWOT analyses to inform your marketing strategy.
- Generate qualified leads through referral development, strategic advertising and promotion, and hosting engaging events.
- Leverage digital marketing to drive traffic.
- Articulate and differentiate your community's products and services to prospective residents.

**Presenters:** *Lisa Bien-Sinz, Melissa Kirchhoff, Jessica Lacher, Peggy Scoggins, Rachelle Strasburg*

## DAY 2 – SALES

Explore the unique relationship-centered sales process in senior living and sharpen your skills to increase occupancy.

Topics:

- Understand the buyer's decision-making process.
- Recognize how the brain functions when making a decision.
- Learn how to align your sales process to the buying process.
- Strengthen your skills to create relationship-centered sales.
- Conduct meaningful tours.
- Use creative follow-up to keep your prospects interested and engaged.
- Utilize technology to engage prospects.
- Handle objections confidently.
- Harness the power of your database for customer relationship management.
- Understand lead conversion ratios and key metrics to track.

**Presenters:** *Erica Johnson, Melissa Kirchhoff, Laura Maeyaert, Peggy Scoggins*

## DAY 3 – REGULATIONS, COMMUNICATIONS, AND EXTERNAL RESOURCES

Understand the “product” you are marketing, the required disclosures, and the regulatory environment. Sharpen your communication and media relations skills and explore the nuances of selling in the current market environment.

Topics:

- Review the legal requirements affecting sales and marketing in senior living, particularly under Assisted Living Licensure.
- Identify and avoid deceptive marketing practices.
- Sharpen your public relations strategies and techniques.
- Understand and engage the media.
- Manage your online reputation.
- Build your business ecosystem through partnerships with external resources.
- Ask the Expert: Learn more from seasoned sales and marketing professionals.

**Presenters:** *Libbie Chapuran, Bobbie Guidry, Kristin Jacobson, Melissa Kirchhoff, Michelle Klegon, Jessica Lacher*

# 2024 SALES & MARKETING IN SENIOR LIVING

## PROGRAM FACULTY

Lisa Bien-Sinz, Vice President of Marketing, The Waters Senior Living, Minnetonka

Libbie Chapuran, Director of Communications, LeadingAge Minnesota, Minneapolis

Bobbie Guidry, Vice President of Assisted Living, Housing, and Adult Day Services, LeadingAge Minnesota, Minneapolis

Kristin Jacobson, CEO, Johnson Memorial Health Services, Dawson

Erica Johnson, Regional Sales Director, Benedictine, Minneapolis

Melissa Kirchhoff, Principal Consultant, Adept Senior Living Solutions, St. Paul

Michelle Klegon, Attorney, Klegon Law Office Ltd., Minneapolis

Jessica Lacher, Director of Membership, LeadingAge Minnesota, Minneapolis

Laura Maeyaert, Senior Living Advisor, Eventide Senior Communities, Moorhead

Peggy Scoggins, Owner, Adept Senior Living Solutions, St. Paul

Rachelle Strasburg, Vice President of Sales and Marketing, Vista Prairie Communities, Champlin



## REGISTRATION FEE

LeadingAge Minnesota Members  
\$675 per person

Prospective Members  
\$945 per person

Registration is for the full series. Fee includes course materials, digital resources, CEUs, lunch, and refreshments.

Class size is limited, and registrations will be accepted on a first-received basis.

## CEUs

This program is designed to meet the continuing education requirements for professionals licensed by MN-BELTSS (the Minnesota Board of Executives for Long-Term Services and Supports).

## ATTENDANCE AND CANCELLATION

Registration is for the entire series and attendance at all three program days is required to earn the certificate of completion. The registration/cancellation deadline is March 12, 2024. Cancellations must be received in writing and are subject to a \$25 processing fee. No refunds for missed sessions or no-shows but substitutes will be accepted. LeadingAge Minnesota reserves the right to cancel any program day or the entire series.

## FOR FURTHER INFORMATION

Olivia Scott [oscott@leadingagemn.org](mailto:oscott@leadingagemn.org)  
651.603.3559 | 800.462.5368

## [REGISTER HERE](#)

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