

All New!

LeadingAge™
Minnesota

2017
Sales & Marketing
in Senior Housing
Certificate Program

Trillium Woods (Birches Health Center)
Plymouth, MN



September 26

October 24



November 28

Attend all three days to earn your certificate of completion!

About the Program

Marketing and selling your senior community in today's environment of savvy consumers and increased competition requires a personalized approach to the sales process and a multi-faceted marketing plan. Get the tools, training and resources to successfully market your senior community and increase occupancy.

Much has changed in the arena of senior housing marketing in the last several years. This Certificate Program has been completely updated and redesigned by leading professionals in our field since it was last offered.

Key Learning and Skills

- Know your prospective market, your competitors and the unique features of your senior living community to create an effective sales and marketing approach.
- Build an effective marketing plan to help meet your inquiry and referral goals.
- Leverage community connections to increase referrals.
- Navigate the evolving space of digital marketing and social media to present your property and connect with your clients, families and prospects successfully and legally.
- Explore Prospect Centered Sales in senior housing and sharpen your skills to build relationships and convert prospects into tenants.
- Hone your sales and closing skills so you can confidently present your community and increase occupancy.

About the Sales & Marketing Certificate

Participants who attend all modules of all three days of programming will earn a **Certificate of Completion** which demonstrates in-depth professional study of a topic area on a voluntary or individual basis. It does not denote certification. Questions may be directed to Heidi Simpson, Vice President of Education, LeadingAge Minnesota, hsimpson@leadingagemn.org.





DAY 1 – SALES, TUESDAY, SEPTEMBER 26

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

8 a.m. Registration and Continental Breakfast
8:30 a.m. – 4:30 p.m. Program

Topics:

- Overview of senior housing and the legal requirements affecting marketing and sales
- The unique Prospect Centered Sales process in senior housing
- Getting the most from an inquiry
- Balancing census with ability to provide services
- Conducting effective tours
- Creative follow-up
- Customer relationship management
- Inquiry-to-close conversion ratios, fill schedules
- Closing the sale

Presenters: Bobbie Guidry, Rick Lazzari, Craig McDaniels, Elizabeth Meyer, Jodi Speicher

DAY 2 – MARKETING, TUESDAY, OCTOBER 24

Develop skills and tools to effectively market your community through market intelligence, competitor analysis, generating leads and building referral sources. Gain basic knowledge of the budgeting process.

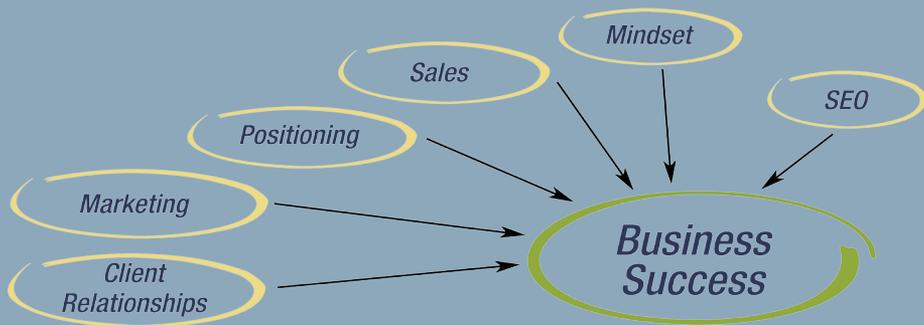
8 a.m. Registration and Continental Breakfast
8:30 a.m. – 4:30 p.m. Program

Topics:

- Utilizing data as market intelligence
- Budgeting process
- Marketing plan
- Situation analysis
- Client awareness
- Competitor and SWOT analyses
- Lead and referral generation
- Marketing and advertising media
- Digital marketing avenues and opportunities
- Social media
- Time and schedule management

Presenters: Darcy DeMars, Sue Hillstad, Craig McDaniels, Kari McHenry, Elizabeth Meyer, Christian Schlecht, Jodi Speicher, Steve Wilson





DAY 3 – VISUAL AND DIGITAL MARKETING, EXTERNAL RESOURCES, TUESDAY, NOVEMBER 28

Evaluate your print and digital marketing collateral, discover resources to assist in your prospects' decision-making and learn insider's knowledge from experts in our field.

8 a.m. Registration and Continental Breakfast
8:30 a.m. – 4:30 p.m. Program

Topics:

- Evaluate your print and online marketing collateral
- Today's real estate market and senior housing
- Hoarding behavior as a barrier to decision making
- Utilizing movers, relocation services and other external resources
- Roundtable discussions: sales and marketing trends, best practices
- Putting it all together for a successful marketing and sales plan

Presenters: Diane Bjorkman, Darcy DeMars, Lisa Dunn, Sue Hillstad, Louise Kurzeka, Rick Lazzari, Kari McHenry, Elizabeth Meyer, Christian Schelcht, Jodi Speicher

PROGRAM FACULTY:

Special thanks to these individuals who also served as the planning group to redesign this certificate program.

Darcy DeMars, Director of Digital Marketing & Communication, Presbyterian Homes & Services, Roseville

Sue Hillstad, Director of Sales & Marketing, Presbyterian Homes & Services, Roseville

Rick Lazzari, Director of Products and Services, LeadingAge MN Savings & Solutions Center, St. Paul

Craig McDaniels, Regional Director of Sales & Marketing, Augustana Care, Minneapolis

Kari McHenry, Marketing Director, Guardian Angels Senior Services, Elk River

Elizabeth Meyer, Executive Director of Sales & Marketing, Walker Methodist, Minneapolis

Christian Schlecht, Manager of Digital Media & Marketing, Sholom, St. Louis Park

Jodi Speicher, Vice President of Sales & Marketing, Good Shepherd Community, Sauk Rapids

GUEST SPEAKERS:

Lisa Dunn, Realtor, Change AGENTS Group RE/MAX Results, Edina

Diane Bjorkman, Co-Owner, Gentle Transitions Inc., Edina

Bobbie Guidry, Vice President of Housing and Community Services, LeadingAge Minnesota, St. Paul

Louise Kurzeka, Owner, Everything's Together Organizing Services, and Founding Member, Minnesota Hoarding Task Force, St. Louis Park

Steve Wilson, Director of Housing, Walker Methodist, Minneapolis



Registration Information and Fees

Entire program: Members: \$595 per person. Prospective Members: \$795 per person.

How to register:

Members: Online at www.LeadingAgeMN.org with a member user name and password. Contact Ashley Peterka apeterka@leadingagemn.org for assistance.

Prospective members: Contact Ashley Peterka directly to register.

How to Know if You Are Registered

Confirmation of program registration is sent via email within three working days of receipt and will include a paid statement or an invoice for unpaid registration. Contact Ashley Peterka if your registration has not been confirmed.

What the Registration Fee Includes

Course manual with handouts for each day (available only as part of this program), continental breakfast lunch and refreshment breaks. If you have special dietary or other needs, please contact Ashley Peterka upon registration.

Continuing Education Credits

This training is relevant to the operation of a housing-with-services establishment and to the needs of its tenants, and may be used toward the continuing education requirements of HWS managers. Application is being made to the Minnesota Board of Examiners for Nursing Home Administrators for clock hours.

Attendance and Cut-Off/Cancellation

Registration is for the entire series and attendance at all three program days is required to earn the certificate. Cancellations must be received in writing 5 business days in advance to receive a partial refund, less \$25 processing fee. No refunds for missed sessions. No-shows will be billed the full session fee. LeadingAge Minnesota reserves the right to cancel any program day or the entire series.

For further information

Ashley Peterka apeterka@leadingagemn.org

Local calls: 651.645.4545

Toll free: 800.462.5368



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Audience/please route to:

- Sales and Marketing Professionals, Housing Counselors, Community Outreach
- Campus Directors and Site Leaders
- Corporate Sales and Marketing

