



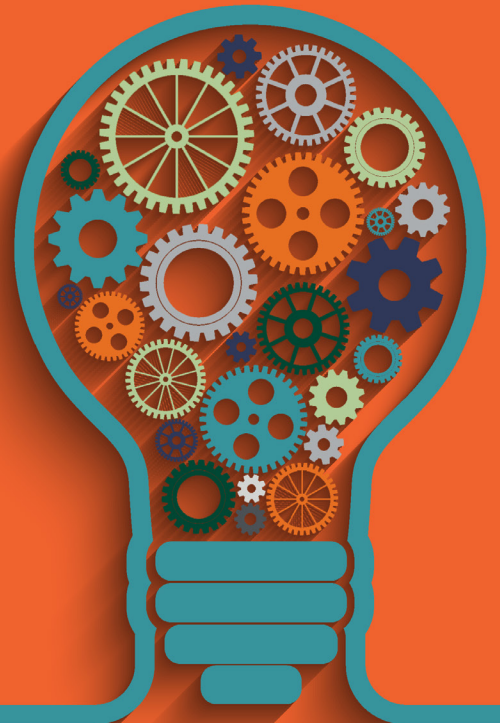
LeadingAge[™]
Minnesota

2018
Sales & Marketing
in Senior Housing
Certificate Program

*Attend all three
days to earn your
certificate of
completion!*

May 1 • June 5 • July 10

Johanna Shores, Arden Hills







2018 Sales & Marketing in Senior Housing Certificate Program



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. It also requires honest and transparent communication that helps consumers make informed choices. Get the tools, training and resources to successfully market your senior community and increase occupancy.

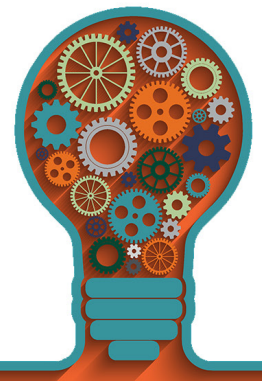
Key Learning and Skills

-  Know your prospective market, your competitors and the unique features of your senior living community to create an effective sales and marketing approach.
-  Build a successful marketing plan to help meet your inquiry and referral goals.
-  Leverage community connections to increase referrals and aid your prospects' transition.
-  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 the unique sales process in senior housing and sharpen your skills to build relationships and convert prospects into tenants.
-  Improve 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 - MARKETING

Tuesday, May 1

Develop skills and tools to effectively market your community through market intelligence, competitor analysis, generating leads and building referral sources.

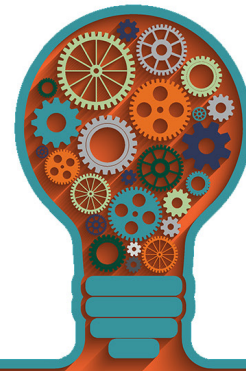
8 a.m. Registration and Continental Breakfast
8:30 a.m. – 3:30 p.m. Program

Topics:

- Overview of senior housing and the legal requirements affecting marketing and sales
- Utilizing data as market intelligence
- Writing and implementing a marketing plan
- Conduct a situation analysis for your organization
- Using competitor and SWOT analyses to inform your marketing and outreach strategy
- Define your community's product and service differentiation
- Advertising and promotion to generate quality leads
- Hosting events that increase exposure and generate leads
- Digital marketing avenues to drive traffic
- Referral lead generation

Presenters: Dena Boheim, Darcy DeMars, Bobbie Guidry, Luke Jenkins, Rick Lazzari, Kari McHenry, Peggy Scoggins, Jodi Speicher





DAY 2 - SALES

Tuesday, June 5

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. – 3:30 p.m.	Program
4 – 6 p.m.	Continue the Conversation: Networking Social (location to be announced)

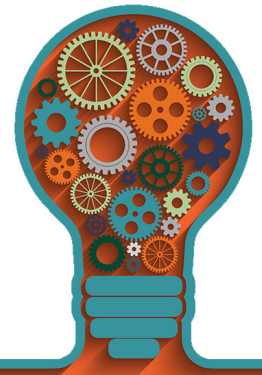
Topics:

- Build skills in the unique relationship-centered sales process in senior housing
- Get the most from an inquiry
- Conduct meaningful tours
- Creative follow-up to keep your prospects interested and engaged
- Maximize digital drip campaigns and content management to engage qualified prospects
- Harness the power of your database: customer relationship management
- Selling beyond bricks and mortar: new construction properties
- Understand lead conversion ratios and fill schedules to inform your work plan
- Proactively communicate to help prospects understand potential changes related to health or payor status
- Build, organize and nurture a wait list
- Closing the sale through each stage in the process

Presenters: Dena Boheim, Darcy DeMars, Jacqi Glenn, Rick Lazzari, Peggy Scoggins, Jodi Speicher



DAY 3 - MEDIA RELATIONS AND EXTERNAL RESOURCES



Tuesday, July 10

Discover resources to assist in your prospects' decision-making, increase your media relations and crisis communication skills and learn insider's knowledge from experts in our field.

8 a.m. Registration and Continental Breakfast
8:30 a.m. – 3 p.m. Program

Topics:

- Media relations and crisis communication strategies and techniques
- Social media tactics to balance and boost your sales and marketing efforts
- Utilizing external resources to help your prospects in the decision and moving process
- Time and schedule management techniques that help you manage your processes
- Learn more from seasoned sales and marketing professionals through roundtable discussions
- Putting it all together for a successful marketing and sales plan

Presenters: Dena Boheim, Jodi Boyne, Darcy DeMars, Kari McHenry, Cindy Ray, Peggy Scoggins, Jodi Speicher



PROGRAM FACULTY



Dena Boheim, Director of Marketing, Benedictine Health System, Duluth

Jodi Boyne, Vice President of Public Relations, LeadingAge Minnesota, St. Paul

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

Jacqi Glenn, Sales Manager, Benedictine Health System, Duluth

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

Luke Jenkins, Director of Community Relations, Martin Luther Care Center, Bloomington

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

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

Cindy Ray, Communications Specialist, Presbyterian Homes & Services, Roseville

Peggy Scoggins, Owner, Adept Selling, St. Paul

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



GENERAL INFORMATION

May 1 • June 5 • July 10



Location

Johanna Shores
3200 Lake Johanna Blvd
Arden Hills, MN 55112
(651) 631-6000

Registration Information and Fees

Entire program:

Members: **\$595** per person.
Prospective Members: **\$795** per person.

Individual days:

Members: **\$215** per person/day.
Prospective Members: **\$275** per person/day.

How to Register

Members: Online at:
<https://www.leadingagemn.org/education-events/>
with a member user name and password.
Prospective members: Contact Ashley Rogers
arogers@leadingagemn.org 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 Rogers if your registration has not been confirmed.

What the Registration Fee Includes

Course manual and digital tools and resources 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 Rogers 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 for the entire series and attendance at all three program days is required to earn the certificate. Registration for individual days is available and must be made 5 business days prior to the program date. 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 Rogers arogers@leadingagemn.org
Local calls: 651.603.3559 | Toll free: 800.462.5368

*LeadingAge*TM
Minnesota

2550 University Avenue West, Suite 350S
St. Paul, MN 55114
651.645.4545
www.LeadinAgeMN.org