



LeadingAge[®]
Minnesota

2020
Sales & Marketing
in Senior Living
Certificate Program

****NEW for 2020!** Know how changes to Assisted Living Licensure in Minnesota affect your role as a sales and marketing professional.*



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



March 31 • April 28 • May 19

Trillium Woods, Plymouth

2020

Sales & Marketing in Senior Living

Certificate Program

Trillium Woods

14585 59th Avenue North

Plymouth, MN 55446 • 763.744.9400



March 31 • April 28 • May 19

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.

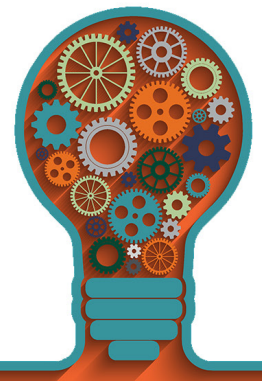
Key Learning and Skills

- 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.
- Learn strategies to enhance your reputation and engage the media.
- Navigate the evolving space of digital marketing and social media.
- Explore the unique sales process in senior living and sharpen your sales and closing skills to convert prospects into tenants.



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 Heidi Simpson, Vice President of Education, LeadingAge Minnesota at hsimpson@leadingagemn.org.



DAY 1 - MARKETING

Tuesday, March 31

Develop skills and tools to effectively market your community.

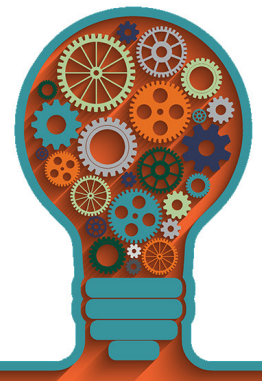
8 a.m. Registration and Continental Breakfast
8:30 a.m. – 3:30 p.m. Program

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
- Define and differentiate your community's product and services
- Generate qualified leads through referral development, strategic advertising and promotion, and hosting engaging events
- Leverage digital marketing to drive traffic

Presenters: Luke Jenkins, Kari McHenry, Angi Moore, Cindy Ray, Peggy Scoggins





DAY 2 - SALES

Tuesday, April 28

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

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

Topics:

- Strengthen your skills to create relationship-centered sales
- Get the most from an inquiry
- Conduct meaningful tours
- Creative follow-up to keep your prospects interested and engaged
- Utilize technology to engage prospects
- Handling objections
- Harness the power of your database for customer relationship management
- Understand lead conversion ratios and key metrics to track
- Close the sale through each stage in the process

Presenters: Jacqi Glenn, Sue Hillstad, Peggy Scoggins



DAY 3 – YOUR PRODUCT, YOUR INTEGRITY, YOUR REPUTATION: REGULATIONS, COMMUNICATIONS, AND EXTERNAL RESOURCES



Tuesday, May 19

Understand the “product” you are marketing, the required disclosures, and the regulatory environment. Discover resources to help your prospects’ decision-making and increase your communication skills.

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

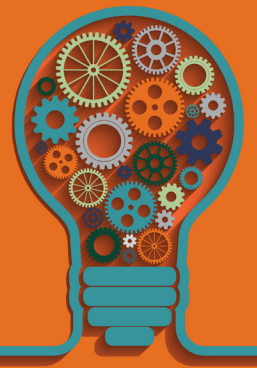
Topics:

- Review the legal requirements affecting sales and marketing in senior living
- Identify and avoid deceptive marketing practices
- Public relations strategies and techniques
- Understand and engage the media
- Manage your online reputation
- Utilize external resources to help your prospects in the decision and moving process
- Ask the Expert: Learn more from seasoned sales and marketing professionals
- Design a successful marketing and sales plan

Presenters: Jodi Boyne, Jacqi Glenn, Bobbie Guidry, Luke Jenkins, Kari McHenry, Angi Moore, Cindy Ray, Peggy Scoggins



PROGRAM FACULTY



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

Jacqi Glenn, Sales Manager, Benedictine Health System, Duluth

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

Sue Hillstad, Regional Sales and Marketing Manager, Ecumen, Shoreview

Luke Jenkins, Marketing and Sales Consultant, Ebenezer, Minneapolis

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

Angi Moore, Director of Digital Marketing, Cassia, Edina

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

Peggy Scoggins, Owner, Adept Selling, St. Paul



GENERAL INFORMATION

March 31 • April 28 • May 19



Location

Trillium Woods
14585 59th Avenue North
Plymouth, MN 55446
763.744.9400

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.

Registration includes course manual, digital tools and resources for each day, lunch and refreshment breaks. If you have special dietary or other needs, contact our education staff.

Register online at www.LeadingAgeMN.org.
Contact our education staff if your registration has not been confirmed within 3 business days.

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 housing-with-services 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 3 program days is required to earn the certificate of completion. The registration/cancellation deadline is March 24, 2020 for the series; and April 21 and May 12 for individual program days. 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

Ashley Rogers arogers@leadingagemn.org
651.603.3559 | 800.462.5368

LeadingAge[®]
Minnesota

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