



LeadingAge[®]
Minnesota

2020
Sales & Marketing
in Senior Living
Virtual 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 six
days to earn
your certificate
of completion!*

Oct. 20, 27 • Nov. 10, 19 • Dec. 1, 8

(half-day virtual sessions)



2020

Sales & Marketing in Senior Living

Virtual Certificate Program



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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.

Updated!
How to pivot your
marketing and sales
techniques during
a pandemic.

About the Sales & Marketing Certificate

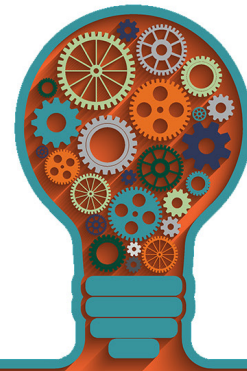
Participants who attend all modules will earn a Certificate of Completion that demonstrates in-depth professional study of a topic area on a voluntary or individual basis. Questions? Contact Heidi Simpson, Vice President of Education, LeadingAge Minnesota at hsimpson@leadingagemn.org.

About the Virtual Format

This multi-day course has been re-engineered to an interactive and engaging virtual learning format that offers tremendous value.

- Learn from exceptional, experienced sales and marketing professionals in senior living
- Convenience and flexibility – participate from the comfort of your own office, home or location of your choice
- No travel expenses
- Each day's session ends by noon
- Small group discussions help you synthesize your learning and share ideas and resources





PART 1 - MARKETING

Tuesday, Oct. 20 (9 a.m. - Noon)

Tuesday, Oct. 27 (9 a.m. - Noon)

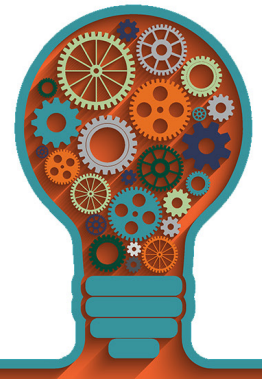
Develop skills and tools to effectively market your community.

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
- 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
- Discuss what you must do to keep your prospects engaged during COVID-19

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





PART 2 - SALES

Tuesday, Nov. 10 (9 a.m. - Noon)

Thursday, Nov. 19 (9 a.m. - Noon)

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

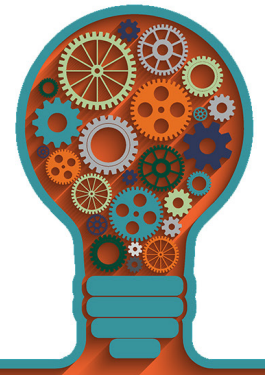
Topics:

- 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
- Consider how to assist your prospects in decision-making and move-in during this pandemic.

Presenters: *Jacqi Glenn, Rick Lazzari, Peggy Scoggins*



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



Tuesday, Dec. 1 (9 a.m. - Noon)

Tuesday, Dec. 8 (9 a.m. - Noon)

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.

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: *Jacqi Glenn, Bobbie Guidry, Luke Jenkins, Sue Lee, Kari McHenry, Angi Moore, Cindy Ray, Peggy Scoggins*



PROGRAM FACULTY



Jacqi Glenn, Sales Manager, Benedictine, Duluth

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

Luke Jenkins, Marketing and Sales Consultant, Ebenezer, Minneapolis

Rick Lazzari, Director of Products and Services, LeadingAge Minnesota Savings and Solutions, St. Paul

Sue Lee, SVP, Chief Marketing and Communications Officer, Ecumen, Shoreview

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

Oct. 20, 27 • Nov. 10, 19 • Dec. 1, 8

(half-day virtual sessions)



Location

All sessions will be held in a virtual learning format.

Registration Information and Fees

Members: \$595 per person.

Prospective Members: \$795 per person.

Registration includes digital course manual, tools and resources for each day.

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 MN Board of Executives for Long Term Services and Supports 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 October 15, 2020 for the series; and November 5 and November 24 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

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