

2022

Sales & Marketing in Senior Living

Certificate Program

April 12 • May 10 • June 14

Minnesota Humanities Center • St. Paul



**Updated in 2022: Understand how Assisted Living Licensure in Minnesota affects your role as a sales and marketing professional.*



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



LeadingAge[®]
Minnesota

2022

Sales & Marketing in Senior Living Certificate Program



April 12 • May 10 • June 14

Minnesota Humanities Center • 987 Ivy Avenue East, St. Paul, MN 55106

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 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.
- Identify tools and best practices to navigate the tension between move-ins and workforce challenges.

UPDATED in 2022:

Understand how
Assisted Living Licensure in
Minnesota
affects your role as a
sales and marketing
professional.

About the Sales & Marketing Certificate

Participants who attend all three days 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

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

Presenters: Sue Hillstad, Seth Johnson, Melissa Kirchhoff, Kari McHenry, Angi Moore, Erin Perry, Cindy Ray, and Peggy Scoggins

DAY 2 - SALES

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
- Handle objections confidently
- 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: Sue Hillstad, Melissa Kirchhoff, Peggy Scoggins, and Betsy Stauss

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

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, particularly under Assisted Living Licensure
- Identify and avoid deceptive marketing practices
- Public relations strategies and techniques
- Understand and engage the media
- Manage your online reputation
- Identify tools and best practices to navigate the tension between move-ins and workforce challenges.
- Ask the Expert: Learn more from seasoned sales and marketing professionals

Presenters: Libbie Chapuran, Bobbie Guidry, Melissa Kirchhoff, Cindy Ray, and Peggy Scoggins
Additional Roundtable Panelists: Kari McHenry, Angi Moore, and Betsy Stauss



PROGRAM FACULTY



Libbie Chapuran, Director of Communications, LeadingAge Minnesota, St. Paul
Bobbie Guidry, Vice President Assisted Living and Housing, LeadingAge Minnesota, St. Paul
Sue Hillstad, Regional Sales & Marketing Manager, Ecumen, Shoreview
Seth Johnson, Solutions Consultant, DAYTA Marketing, St. Cloud
Melissa Kirchhoff, Principal Consultant, Adept Selling, St. Paul
Kari McHenry, Director of Marketing, Guardian Angels Senior Services, Elk River
Angi Moore, Director of Digital Marketing, Cassia, Edina
Erin Perry, Chief Strategy Officer, DAYTA Marketing, St. Cloud
Cindy Ray, Senior Communications Specialist, Presbyterian Homes & Services, Roseville
Peggy Scoggins, Owner, Adept Selling, St. Paul
Betsy Stauss, National Sales Director, The Waters Senior Living, Minneapolis



GENERAL INFORMATION

REGISTRATION FEE:

LeadingAge MN Members: \$625 per person.

Prospective Members: \$695 per person.

Daily Schedule

8:30 – 9 a.m. Check-in

9 a.m. – 3 p.m. Program

**The schedule includes a 30 minute lunch break and 2-15 minute stretch breaks.*

REGISTER
HERE

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

Space 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 the Minnesota Board of Executives for Long-Term Services and Supports (MN-BELTSS).

Attendance and Cancellation:

Registration for the entire series and attendance at all three program days is required to earn the certificate of completion. The registration/cancellation deadline is April 5, 2022. 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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