



2026 Sales & Marketing in Senior Living *Certificate Program*

 **LeadingAge**[®]
Minnesota

2026 SALES & MARKETING IN SENIOR LIVING *Certificate Program*

DATES

Session #1: Aug. 18

Session #2: Oct. 6

Session #3: Nov. 3

DAILY SCHEDULE

8:30 – 9 a.m. Check-in

9 a.m. – 3 p.m. Program

The schedule includes a 45-minute lunch break and two 15-minute stretch breaks each day.

LOCATION

The Waters of Edina
6300 Colonial Way
Edina, MN 55436

The Sales and Marketing Certificate Program is designed for a diverse group of professionals leading growth and engagement efforts across senior living and related services. Participants typically include directors and managers of sales, marketing, outreach, and communications, along with executive leaders, consultants, and emerging professionals who influence occupancy, brand strategy, and community relationships.

Whether you're directly responsible for sales performance, shaping marketing strategy, or supporting resident experience and admissions, this program brings together cross-functional leaders who are driving connection, visibility, and growth in their organizations.

ABOUT THE PROGRAM

Marketing and selling senior living today requires more than traditional tactics—it demands a strategic, personalized approach in a landscape shaped by informed consumers, increased competition, and heightened expectations. This program equips you with the tools, insights, and practical strategies to effectively position your community, guide prospective residents and families in their decision-making, and drive sustainable occupancy growth.

WHY ATTEND?

Participants in this Program Will:

- Understand the components of a strategic marketing plan that uses market intelligence, competitive analysis, differentiation, and clear positioning to support occupancy growth.
- Apply senior living marketing strategies across traditional, digital, social media, referral, event, and AI-supported channels to increase visibility and engagement with prospective residents and families.
- Articulate a community's unique value proposition by connecting mission, services, pricing, and market position to consumer needs and decision-making.
- Use a relationship-centered sales process to guide prospects and families through discovery, education, tours, follow-up, objections, and next steps.
- Personalize the prospect experience by aligning communication, tours, storytelling, and follow-up strategies with the buyer's journey and individual needs.
- Use CRM systems, sales metrics, and performance data to strengthen lead management, evaluate conversion, and improve sales outcomes.
- Apply legal, regulatory, and ethical considerations to marketing and sales practices, including transparency, assisted living licensure, service claims, and avoiding deceptive marketing.
- Build internal and external partnerships that strengthen referrals, align interdisciplinary teams, improve messaging, and support sustainable occupancy growth.

WHO SHOULD ATTEND

Directors and managers of sales, marketing, outreach, and communications, along with leaders and emerging professionals who influence occupancy, brand strategy, and community relationships.



DAY 1 – MARKETING YOUR SENIOR LIVING COMMUNITY

TUESDAY, AUG. 18

Develop skills and tools to effectively promote a senior living community by using market intelligence, defining differentiation, and implementing marketing strategies that generate qualified leads and increase occupancy.

TOPICS

Marketing Plan Development

- Explore the elements of a strong marketing plan and how branding supports consistent messaging across marketing channels.
- Assess your organization’s internal and external environment using a SWOT analysis.
- Analyze competitors and identify opportunities for differentiation within the senior living market.

Positioning and Product Strategy

- Explore how communities can clearly communicate their unique value to prospective residents and families.
- Describe how purpose and mission influence marketing strategy using the Golden Circle framework.
- Discuss common pricing strategies used in senior living, with a focus on how communities can take a strategic and competitive approach to pricing in today’s market.

Lead Generation and Promotion

- Learn how to build and maintain referral relationships that generate qualified leads.
- Explore how events can attract prospects and build awareness.

Marketing Channels and Outreach

- Discuss traditional advertising channels and their role in senior living marketing.
- Explore digital marketing tools, AI-driven strategies, and emerging technologies used to reach prospective residents and families.
- Learn how to use social media to build trust, increase awareness, and engage families and referral partners.

Marketing Plan Execution

- Identify steps required to implement a marketing plan.
- Recognize key performance indicators (KPIs) used to evaluate marketing effectiveness.
- Apply evaluation strategies to improve marketing outcomes.



SESSION #2 – SALES PROCESS AND RELATIONSHIP BUILDING

TUESDAY, OCT. 6

Explore the unique relationship-centered sales process in senior living and strengthen skills to guide prospects through decision-making, build trust, and increase occupancy.

TOPICS

Understanding the Buyer and Customer Experience

- Explore how prospects and families make decisions, including emotional, psychological, and practical factors.
- Examine how initial interactions shape trust and influence outcomes.

The Relationship-Centered Sales Process

- Focus on foundational communication skills that support effective discovery.
- Learn how to uncover needs and guide prospects through complex decisions.
- Ensure every interaction moves the relationship forward.

The Tour Experience

- Learn how to design tours that are personalized and impactful.
- Reflect on the tour experience and refine approach.

Strengthening Conversion Skills

- Explore how to stay engaged with prospects after initial interactions.
- Identify ways to respond to concerns while maintaining trust.
- Discuss how to use data and technology to improve sales performance.

SESSION #3 – REGULATIONS, COMMUNICATIONS, AND EXTERNAL RESOURCES

TUESDAY, NOV. 3

Understand the “product” you are marketing within a regulated environment, strengthen communication and media relations skills, and leverage internal and external partnerships to support ethical, effective sales and marketing practices.

TOPICS

Communication and Public Perception

- Explore how to effectively communicate with the public and media to build trust and protect your organization’s reputation.
- Understand how online reviews and digital presence influence consumer decisions.

Legal and Regulatory Environment

- Review legal requirements impacting marketing and sales in senior housing, with a focus on transparency and compliance.
- Understand the regulatory structure and licensure requirements in Minnesota.

Building Strategic Partnerships

- Explore how partnerships strengthen your marketing and sales ecosystem.

Building Internal Partnerships

- Explore how marketing and sales can partner with interdisciplinary teams to align goals and strengthen messaging.

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ABOUT THE CERTIFICATE

Participants who attend the entire series will earn a Certificate of Completion which demonstrates in-depth professional study of a topic area on an individual basis. It does not denote certification or that someone is certified as a quality leader. In-person sessions are not recorded and cannot be made up if missed.



REGISTRATION FEES

**LeadingAge Minnesota
Members**

\$725 per person

Prospective Members

\$1,015 per person

Registration fee includes a continental breakfast, lunch, and morning and afternoon breaks.

CEUs

Eligible for up to 13 clock hours.

This program has been designed to meet the CEU approval criteria for the Minnesota Board of Executives for Long-Term Services and Supports (MN-BELTSS). Participants may also request a general certificate of attendance. CEUs are earned only for the individual registered.

HANDOUTS

Participants will receive links to electronic handouts before each session and are encouraged to print them in advance or download to view on a laptop or tablet.

CUT-OFF/CANCELLATION

Registration cut-off date/cancellation deadline is 5 p.m. on Aug. 12, 2026. Cancellations must be made in writing and are subject to a \$25 processing fee. No refunds will be provided for no-shows. LeadingAge Minnesota reserves the right to cancel this training or any individual session.

FOR FURTHER INFORMATION

Olivia Scott, Events and Education Coordinator, at oscott@LeadingAgeMN.org or 651.603.3559 for assistance or if your registration has not been confirmed.



REGISTER HERE