

## Prospect-Centered Selling<sup>SM</sup>



Relationship-based *pro-a*  
TEAM ORIENTED *strategi*  
INSPIRED Relationship  
CREATIVE team-orie  
*heroic* TEAM ORIENTED  
*strategic* curiosity-driv  
*proactive* deliberate  
curiosity-driven *pro*

# Sales Training Workshop

St. Louis, Missouri • January 31 - February 1, 2013

## UNIQUE TRAINING IN HIGHLY EFFECTIVE PRACTICES

**One On One employs a prospect-centered, relationship-based selling style that:**

- Is focused on the prospect rather than the transaction
- Consistently produces higher visit-to-close conversion rates
- Teaches successful techniques such as motivational interviewing and creative follow up
- Is ideal for training leasing counselors, executive directors and many other roles in sales management

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**For nearly 20 years, One On One has developed, refined and created systems to support a selling style that produces both significantly better closing ratios and a high average number of leases per month. One On One's approach is grounded in techniques derived from:**

- Scientific sales research from Neil Rackham, James Cathcart, James Prochaska, Robert Cialdini and others
- Direct experience from dozens of hands-on turnaround and new fill campaigns
- The study of best practices from leading industry portfolio companies
- Self-funded research in conjunction with recognized senior housing market research professionals



# Instructors

## David Smith

David Smith is co-owner & manager of 950 senior residences including The Gatesworth & Parc Provence in St. Louis both nationally recognized for innovation & quality. He is also a co-owner of Quail Ridge Assisted Living in Oklahoma and Mallard Cove Senior Living in Ohio. He is the founder of One On One, Service to Seniors which provides assessments, training, and creative services across the US and Canada. He regularly spends several months a year “hands-on” in the selling trenches and has personally conducted over 100 face to face prospect interviews during the past 12 months. He is the Lead Instructor for the Sales & Marketing Program at the UMBC Erickson School of Aging.



## Alex Fisher

Alex has been associated with One On One since July 2000 and is a Principal. She is also a co-owner of Quail Ridge Assisted Living in Oklahoma and Mallard Cove Senior Living in Ohio. She has been involved in dozens of successful hands-on turnaround and new project fill-up campaigns nationwide. She also has direct oversight of the sales teams and selling systems at multiple client property sites. She is the producer of industry trade conference presentations, including NIC, ASHA, ALFA and the annual Senior Housing Sales and Marketing Summit. Formally trained as a Fine Artist, Alex is a graduate of the Escuela Panamericana de Arte, a graphic design school in her native Argentina.



## Kristin Kutac Ward

Kristin has over 15 years of management experience in health, recreation and senior living. Before founding Retiring By Design, she was Chief Operating Officer of a holding company for senior living communities in New Jersey. Before that, she was Vice President of Marketing and Sales for a similar organization with 42 senior communities nationwide. With experience in both operations, marketing and sales, she understands the need for synergy to maximize ROI and cost efficiency. Kristin believes that every strategic sales and marketing plan must leverage the strengths of the entire community.



# Training Workshop Agenda

## Module 1: Prospect-Centered Selling<sup>SM</sup>

- What makes Senior Housing Sales unique
- Sources of Prospect Resistance
- Typical Senior Housing Selling Styles
- Prospect-Centered Selling

## Module 2: Discovery

- Importance of Discovery
- National Mystery Shop Study Results
- Why don't we get better discovery?
- Adaptations on the SPIN<sup>TM</sup> Questioning Model
- Supporting Prospect Life Review Process

## Module 3: Connecting Needs and Benefits thru purposeful Advances

- Use of Motivational Interviewing Techniques
- "Closing" in Multi-Call Sales
- Invest in Strategic Planning for Advances
- Use of Stages of Change Model

## Module 4: Creative Follow Up - Breakthroughs

- Role of Creative Follow Up
- Sample "Field Tested" Campaigns
- Creative Follow Up from the Prospect's point of view

## Questions and Conclude



"David Smith is simply the best sales professional in our industry...period...there is no one even close in my opinion.... and I am not easily impressed after 25 years in the field. In addition, he is also the best sales teacher/mentor in our field, which is a rare combination of skills..... that one so good can and will teach others. You will not have a better opportunity to learn how to sell/lease more senior apartments than to attend David's unique workshop...it will be among the best investments you or your company will ever make. You will come away with immediate tools that you are not using that work better than what you are now doing.....simply ask anyone who has ever attended...or call me for more details."

– Tony Mullen, Partner Royal Star Properties and Co-founder of the NIC