



It's more than a name, it's what we do.

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Sales Specialists

Want improved sales results? Why are you waiting? Virtual and On-Site Sales Specialists provide you with sales superpower.

Virtual Sales Specialist

Grow Your Occupancy is skilled at seeking out the top talent in the senior living industry and placing them in positions where they can be most effective. Our RDSM and Sales Specialist for Hire services can help you fill a short-term gap in your sales team.

Is your sales director seat empty? Do you need more tours? Does your database need to be cleaned up? Would you like to connect with more of your leads?

Our Virtual Sales Specialist is a "plug-and-play" service designed to drive company sales.

Packages start at just 2 weeks, 2 hours per day.

"I am THRILLED to report we have 6 move-ins slated for this month. Of the 6, three are leads I assisted with the process. Only one move-out scheduled, so a NET GAIN OF 5!!! Projected EOM occupancy is 91.95%!!!! So far this month I've made 400 calls and scheduled 6 tours that have happened and I scheduled three tours for the coming week. All leads have been touched within 52-days and the database is back to being "clean". I am trying not to let touches span longer than 30-45 days for cooler leads, unless otherwise requested."

- A Grow Your Occupancy Virtual Sales Specialist

"GROW's Virtual Sales Specialist has been extremely helpful when we have a vacant sales position. Melinda collaboratively worked with each community team to understand where she can help and made positive impact quickly. I would happily use GROW's VSS again!"

- Eric Varin
Sr. Vice President of Sales
The Aspenwood Company

RDSM for Hire

Do you have an open Regional Director of Sales and Marketing position? Is your company's portfolio growing and in need of qualified regional sales leaders? Are you needing help short-term? Have you recently hired an RDSM and need someone to mentor for 30 days? Our Regional Director for Hire service may be the solution.

RDSM Advanced Training

30- to 90-day mentoring for experienced RDSMs can grow your business to the next level. Training areas may include projecting, budgeting, coaching more advanced skills, external business development, creating advanced training, reporting horizontally or vertically, and team building.

On-Site Sales Specialist

An On-Site Sales Specialist is a perfect solution for the senior living community without a sales director, a lease-up needing an extra sales "boost," a community with a new sales director who needs short-term mentoring or shoulder-to-shoulder outreach to improve external business development. Contract with our proven senior living community sales experts and see move-ins grow immediately.



Learn more at growyouoccupancy.com/senior-living-sales-specialists-for-hire/

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Sales Playbooks

An essential tool to establish your sales and marketing infrastructure, sales process, training, expectations, and accountabilities.

An Essential Sales & Marketing Tool

Every winning team needs a playbook to win. Give your senior living sales team members the formalized training, processes, expectations, and accountabilities they need to be successful in senior living sales.

Internal Sales & External Business Development

The playbook covers in detail the policies procedures for selling senior living at the community as well as for external outreach to professional referral sources in the greater area.

Fully Customizable and Branded to Your Organization

Your company’s branding, messaging, and terminology can be incorporated into the playbook to create a document that is unique to your organization.

Printing Option Available

Your organization’s sales playbook is provided in a PDF file for electronic distribution or printing. Alternately, we offer professional book printing for a nominal fee.



Sample Playbook Contents

- ◇ Introduction to Sales
- ◇ Expectations & Benchmarks
- ◇ Know Your Business
- ◇ Planning & Collaboration
- ◇ Sales Processes & Tools
- ◇ Sales-Focused Culture
- ◇ Discovery
- ◇ Visit Planning
- ◇ Setting the Next Step
- ◇ Closing the Sale
- ◇ Selling the Value
- ◇ Follow-Up
- ◇ Home Visits
- ◇ Addressing Objections
- ◇ Strategic Planning
- ◇ Setting & Planning Appointments
- ◇ Networking & Outreach
- ◇ Events

“...(Julie’s sales playbook) is the BEST I had ever seen! Julie Podewitz truly knows what needs to be done to generate sales and has incorporated these winning systems and processes into her Playbook. That sure makes life easier and more profitable!”

- Jack Daly
CEO Coach, Professional Speaker
& Celebrated Author

Julie Podewitz and her Grow Your Occupancy team helped us package and refine our sales tools and resources to create an A-Z Sales Playbook last year.

This Playbook allows us to be more consistent in our efforts, empowers the sales teams to find their own answers, allows the Regionals to spend more time focused on coaching, developing, and role-playing and less time answering systems-based questions, and creates more knowledgeable sales teams.

If you don’t have a Playbook, I highly recommend you consider developing one. Thank you to Julie Podewitz for helping us make this a reality!”

- Jessi Weldon
Executive Vice President of Sales and Marketing
Primrose Senior Living

Learn more at growyouoccupancy.com/senior-living-sales-playbook/

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Sales Training

Every great sales program starts with training. Training is fundamental to your company's sales success. It provides the foundation on which the sales strategy is built.

Every great sales program starts with training. Training is fundamental to your company's sales success. It provides the foundation on which the sales strategy is built. It outlines the whats – including benchmarks, expectations, and sales tools, and the hows – most importantly how to build a referrer pipeline and successfully bring prospects through the pipeline to move-in.

Our senior living sales training is motivational and comprehensive. Training is provided live and virtually.

Training programs include:

- ◆ Sales 101
- ◆ Advanced Sales Training – Building Your Top 10% Sales Force
- ◆ External Business Development (Outreach) Training
- ◆ Intensive Workshops for Advanced Closing Skills
- ◆ Events Training
- ◆ First Impressions Training
- ◆ Back-Up Team Training
- ◆ Sales Leadership Training for Sales Specialists, Regional Directors, and Executive Directors
- ◆ Sales Training for Executive Directors
- ◆ Video Training Library
- ◆ Train the Trainer Workshops

"The training was amazing. Our team was inspired to implement what they learned. One of the best investments we've made for our sales teams."

– Chris Crane
VP of Operations

"We hired Grow Your Occupancy to do a sales leadership training workshop for our Executive Directors. Julie provided great role-playing exercises that drove engagement and raised the team's overall sales acumen. After the training we had some Executive Directors commit to spending at least 3 hours a week on outreach. It definitely hit home."

– Gift Mutemba-Mutasa
VP of Sales & Marketing
Benedictine Living



Learn more at growyouroccupancy.com/senior-living-sales-training/

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Sales Coaching

Invest in your people. Help them develop the sales skills necessary to differentiate in a highly competitive landscape. Increase retention, improve sales team performance. Month to month engagements available.

Training provides the framework, sales coaching helps everything “stick.”

People retain 10-30% of what is taught in training. Senior living sales coaching is critical for implementation, growth and advancement of skills. Coaching is done in a number of formats, but it is the most effective when done one-on-one or a small group.

Accountability Coaching

Accountability coaching is short or long term coaching that supports the implementation of the sales systems, tools, process. Accountability to sales and outreach activity helps with quarterly plans, event details, follow-up and follow-through. It provides insights, suggestions and practical ways to maximize time management so calls, tours, and outreach are completed.

Sales Skills Coaching

Building a winning, top 10% sales force requires practice, the same as building a winning sports franchise. The professional who practices most (with an experienced coach) closes sales at the highest conversion levels. Telling someone what to do won't help unless they know how to do it, and how to do it successfully requires practice, strategy, input. A great sales skills coaching session provides this and more.



“Sales coaching has contributed to our overall move-in and occupancy growth. All metrics and conversions are tracked and we see a direct correlation between teams who lean into coaching and increased metrics across the board. If you can make one investment in your occupancy growth, choose sales coaching.”

– Chris Guay
CEO
Vitality Living

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Sales Director Onboarding

Turnover is killing our business. The top two reasons people leave are lack of training and not feeling valued. This 90-day engagement is proven to enhance retention and job performance.

Build Your Sales Team Strength with Effective Hiring & Onboarding

Competition is fierce in the senior living industry. If you're trying to compete only on monthly rates and amenities, you will lose. Lose in the short or long term, or both.

People make decisions on emotion over any other factor, and choosing a senior living community is a very emotional decision. Yes, the logistics must make sense, but once the logistics are in place, emotions take over.

Your biggest differentiator is in the customer experience.

How does your customer feel visiting your community? How is the customer experience better at your community versus the competition? This difference is created by people – your team.

Developing a strong sales and leadership team requires investment, but this is far outweighed by the cost of turnover and mediocre talent. The Grow Your Occupancy Hiring and Onboarding Services* include:

- ◇ Interviewing and Screening
- ◇ Onboarding Systems
- ◇ 30/60/90-Day Benchmarks and Expectations
- ◇ Training
- ◇ Coaching
- ◇ Evaluation Systems
- ◇ Recognition for Retention

**Specific services determined based on company needs and goals.*



Learn more at growyouroccupancy.com/senior-living-hiring-onboarding-services/

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SWOT Analysis

A fresh, objective view of your business that provides strategic direction based on data, analytics, processes, team talent, customer experience, and operational leadership.

A Senior Living Sales & Marketing SWOT – Strengths, Weaknesses, Opportunities, Threats – Analysis answers the questions:

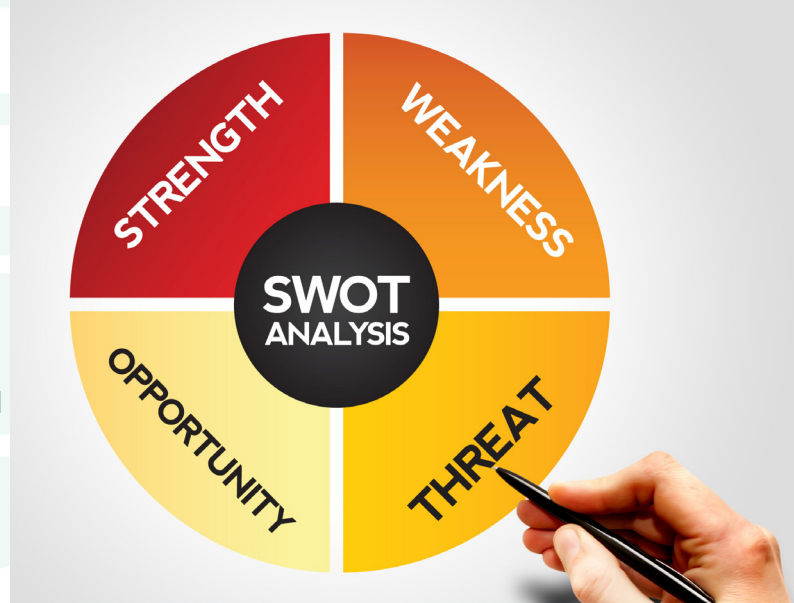
“Why are move-ins below expectation?”

“What is happening and how do we fix it?”

The senior living sales and marketing experts at Grow Your Occupancy take a fresh, objective view of your business and provide strategic direction based on data, analytics, processes, team talent, customer experience, and operational leadership.

You are provided with a comprehensive report that identifies:

- ◇ Key gaps in sales and marketing
- ◇ Recommendations for improved results



Learn more at growyouroccupancy.com/sales-and-marketing-swot/

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Mystery Shopping/Skills Assessment

Our experienced shoppers uncover the entire prospect experience – from initial inquiry through the first impression, the tour experience, and post-tour follow-up – and provide their unique insight and sales skills feedback.

Gain a fresh set of eyes' perspective, assess sales skills, and gain customer experience insights into your senior living communities.

Our experienced senior living shoppers uncover the entire prospect experience, from initial inquiry through the first impression, the tour experience, and post-tour follow-up.

Since our shoppers are senior living sales specialists, we have the ability to provide specific sales skills assessment in addition to the overall customer experience.

Our team is available to mystery shop by webform, phone, and in person.

"GROW is an amazing organization. They provide exceptional service and value. We need a rather large number of mystery shops done in a very short timeframe. GROW got them done – beautifully – with time to spare. I cannot recommend them enough!"

– Cindy Longfellow
Vice President of Business Development,
Sales, and Marketing
Juniper Communities, LLC

"We recently hired Grow Your Occupancy to do on-site mystery shop skill assessments. We have successfully partnered with them for other services and had great outcomes.

To say that they delivered would be an understatement. We are very pleased with what the Grow Specialists uncovered. Reports were comprehensive, and they provided recommended takeaways to increase occupancy and the sales experience for our prospects. We plan to use them again for our mystery shopping."

– Greg Crutcher
CMO
Atlas Senior Living



Learn more at growyouoccupancy.com/senior-living-mystery-shopping/

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Online Merchandise Stores

Offer your team and residents a wide variety of items branded with your logo through your own online store.

Premium quality merchandise

Our print-on-demand partners offer a wide range of high quality clothing, accessories, housewares, and more, all of which can be branded to your company.

Custom branding options

Many of the items available for sale come in a variety of colors and logo placement options for just the right presentation of your brand. We can even work with different logo formats, as well as logos of your individual communities to offer merchandise as unique as your individual locations.

Little to no involvement required of your staff

We can set up and run your online store with no ongoing work on the part of your team. Or if you prefer, we can work with your team to set up your own store on your website that your team can manage.



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Digital & Traditional Marketing Services

We provide a solid marketing foundation through website development, search engine optimization, content marketing, email marketing, social media marketing, traditional marketing, and more.

Content Marketing

Compelling blogs, webpages, social posts, and materials that educate and inform your prospects in their buying journey.

Social Media Marketing

Skillfully written, designed, and executed social media posts to engage with your social channels' followers and visitors.

Website Design and Development

Online homes that combine effective marketing tools with content that is informative, compassionate, empathetic.

Pay Per Click (PPC) Advertising

Budget-conscious, measurable, and effective online advertising that targets your ideal prospects.

Email Marketing

Compelling and engaging marketing content delivered to your prospect's inbox.

Search Engine Optimization (SEO)

Proven strategies to help your website rank better and stand out in your prospects' online searches.

Online Reputation Management

Assessing, monitoring, and improving your company's reputation across your social media channels, Google Business Profile, and elsewhere.

Collateral Materials Design

Professionally designed and written brochures, guides, booklets, business cards, and more that adhere to your company's branding and messaging.

Branding Services

Logo development, brand and style guides, and template creations for business cards, stationery, and social media posts.

Floor Plans

Professionally produced graphical representations of your apartment types for your website and sales materials.

Print Ads Design & Placement

Newspaper, magazine, and directory ads that stand out from your competitors, and engage with your prospects.

Signage

Effective and on-brand signage design of any size and format, from small placards to event banners to bus wraps and monument signs.

Online Stores

Extremely cost-effective merchandise platforms offering your staff and residents a wide variety of clothing and items branded with your corporate and community logos.



Learn more at growyouoccupancy.com/senior-living-marketing-services/

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Occupancy Funnel™

The AI-enabled app that is revolutionizing senior living sales & marketing. Leverage the power of AI with the skills that personalized sales experience required in senior living.

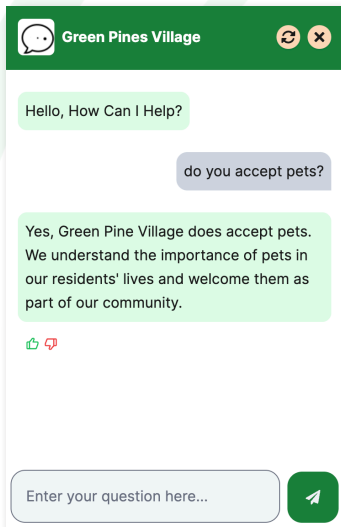
Better qualified leads & higher sales conversions = more sales & more move ins.

Occupancy Funnel is the only lead conversion tool with a virtual coach.

It includes the following:

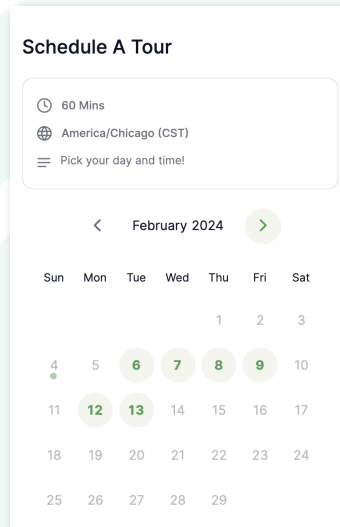
Live Chat

Build trust by letting prospects find the answers they need to move forward.



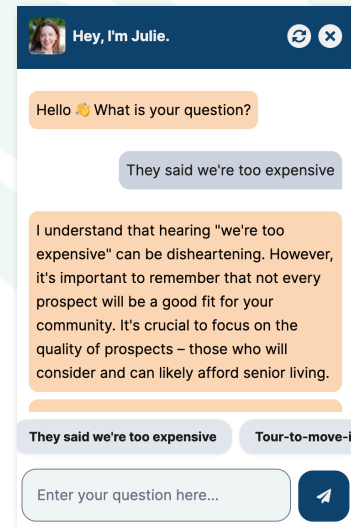
Tour Scheduler

Let the prospect act quickly while they are ready.



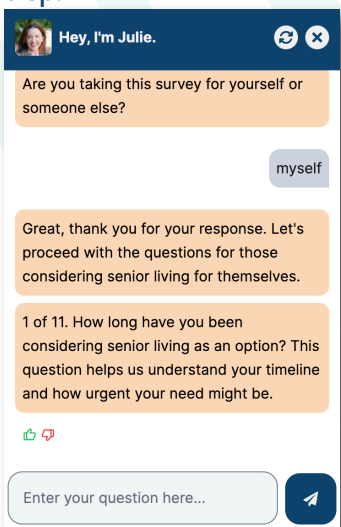
Virtual Coach

Get realtime sales coaching support that impacts sales outcomes.



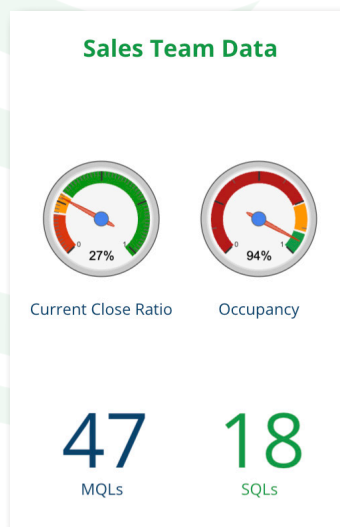
Prospect Survey

Drive more and deeper engagement to help prospects take the critical next step.



Data Dashboard

Make marketing and sales decisions based on real-time data.



Downloadables

Give prospects the information they need.



Learn more at growyouoccupancy.com/occupancy-funnel/

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