

This checklist will help senior living communities plan ahead for sales coverage during the holiday season, ensuring strong sales activity while allowing your team to enjoy their well-earned vacations.

- ☐ Confirm sales team vacation schedules by the end of October.
- ☐ Identify gaps in coverage based on planned time off.
- ☐ Prioritize key sales activities: new inquiry response, tour scheduling, lead warming, year-end event RSVP follow-up.
- ☐ Engage a short-term **Remote Sales Specialist** to cover gaps (2 or more hours per day as needed).
- ☐ Provide back-up team members with instructions for handling sales inquiry calls.
- ☐ Set up clear communication channels between all remote and on-site sales coverage.
- ☐ Promote holiday open houses and seasonal events early.
- ☐ Track and log all sales activities in the CRM.
- ☐ Review performance weekly to ensure momentum continues.
- ☐ Welcome returning sales staff with updates and warm leads ready to go.

Remote Sales Specialists: Learn More

- **Increase community tours**
- **Drive move-in success**
- **Add sales power to your team**

What would adding 2 hours of selling time a day do for your sales outcomes?

A Grow Remote Sales Specialist partners with the community teams to drive sales momentum.

Think of it as your strategic sales partner making calls, scheduling tours, warming up cold leads, filling in sales vacancies, and driving tour conversions.

Let us help you maximize outcomes.

Stay on track. Fill more tours. Boost occupancy.

