



Fractional RDSM

Experienced senior living sales and marketing leadership and oversight without the full-time expense of a salaried executive.

Add experienced sales and marketing leadership to your team with Grow Your Occupancy's Fractional Regional Director of Sales & Marketing (RDSM) offering. Grow's Fractional RDSMs deliver strategic sales and marketing leadership across multiple senior living communities on a short or part-time basis.

With a focus on driving occupancy, sales team development, and marketing planning and execution, the Fractional RDSM acts as a member of the leadership team, supporting both short- and long-term occupancy goals.

The Fractional RDSM partners with the community Executive Director and sales team to drive sales performance and outcomes.



Fractional RDSM Scope of Services

- ◇ Oversee community sales teams and hold accountability to sales activities to strategic goals.
- ◇ Conduct competitive market reviews to adjust positioning and pricing recommendations.
- ◇ Collaborate with community teams to refine and personalize tour experiences that drive conversion.
- ◇ Review digital lead generation performance and make strategic recommendations for improvement.
- ◇ Deliver customized coaching based on real-time CRM data with a focus on accountability to action and building skills to increase sales conversions.
- ◇ Align with marketing team to ensure brand consistency across all touchpoints, digital, and in-person.
- ◇ Support strategic event planning to drive qualified traffic and increase referral engagement.
- ◇ Guide Executive Directors to understand sales KPIs and how to hold teams accountable.
- ◇ Assist in onboarding and mentoring new community sales directors.
- ◇ Provide executive-level insights on lead velocity, sales cycle, and sales conversion metrics.
- ◇ Conduct community site visits; timing and scheduling based on client need and specialist availability.
- ◇ Lead monthly client strategy session.
- ◇ Generate weekly sales reports.

The regional sales and marketing leadership you need – without the expense of a FTE.

Grow Your Occupancy's Fractional RDSMs provide executive-level sales and marketing leadership with the flexibility and efficiency today's senior living providers require. This approach ensures communities are accountable, supported, and positioned for sustained success.

Let's talk about how a Grow Fractional RDSM can help you achieve your regional sales and marketing management objectives.

Learn more at

growyouroccupancy.com/fractional-regional-director-of-sales-and-marketing/

Connect with us: 877-GROW-OCC • success@growyouroccupancy.com