



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

Case Study: Home Care Agencies

Remote Sales Specialists
Onsite Sales Specialists



November 2025

Case Studies:

Home Care Agency in Houston, TX - Remote Sales Specialist

Home Care Agency in Pasadena, CA - Remote Sales Specialist

Home Care Agency in Seattle, WA - Remote Sales Specialist & Onsite Sales Specialist

Remote Sales Specialist working 10 hours a week.

- 49 assessments scheduled
- 21 clients signed
- Sales activities completed:
 - 3694 call outs
 - 825 connected calls
 - 2389 messages left
 - 3185 emails and texts sent
 - 497 CRM past-due tasks / no next step completed

Situation Summary

Grow Your Occupancy's Remote Sales Specialists and Onsite Sales Specialists partner with home care agency teams to build sales momentum, warm established databases, build referral partner relationships and schedule assessments.

Think of us as your strategic sales partners who:

- Make prospect calls and nurture leads to move forward to assessment and clients
- Schedule in-home assessments
- Warm up cold leads
- Fill in during sales vacancies
- Drive inquiry-to-client conversions
- Develop professional referral source relationships to drive higher-converting leads (OSS)

We help you maximize outcomes:

- Stay on track with consistent follow-up
- Book more assessments
- Transition leads into in-home clients
- Build stronger referrer pipeline

How can we help you? Visit growyouroccupancy.com to get started.

Case Study: Home Care Agency in Houston, TX

Remote Sales Specialists: Susan, Tara,
and Stacey

5-month engagement, 2 hours a day:

- 25 assessments scheduled
- 16 clients signed
- 64% assessment to client ratio
- Sales activities completed:
 - 1255 call outs
 - 256 connected calls
 - 836 messages left
 - 1469 emails and texts sent
 - 256 CRM past-due tasks / no next step completed

"Our Remote Sales Specialist has been a game changer. Follow-ups happen consistently, assessments are booked faster, and our team can stay focused on delivering great care. We've seen a clear increase in new clients."

"Last week our billable hours were the highest they have been since before engaging with Grow Your Occupancy."

We are definitely on the right track. Your staff have been instrumental in generating revenue. Very good ROI."

– Home Care Agency Owner



"I was able to make an increased number of voice and text connections this week to further clean up the database, making my way through leads that have not had contact since March of 2025. The Grow new lead cadence (utilizing call, text and email strategies) is effective in connecting with leads and scheduling assessments."

– Susan E.
Grow Your Occupancy Remote Sales Specialist



"The team maintained emphasis on quick outreach to new leads and adhering to the connection cadence, as families tend to be more responsive within the first 48 hours and often move forward with the first provider who contacts them. As a result, five assessments have been scheduled this week."

– Stacey S.
Grow Your Occupancy Remote Sales Specialist

Case Study: Home Care Agency in Pasadena, CA

Remote Sales Specialists: Susan and Stacey

4-month engagement, 2 hours a day:

- 11 assessments scheduled
- 5 clients signed
- 45% assessment to client ratio
- Sales activities completed:
 - 1231 call outs
 - 234 connected calls
 - 767 messages left
 - 1466 emails and texts sent
 - 210 CRM past-due tasks / no next step completed

"I love that there was no training involved. They came in and took over with minimal training."

– Home Care Agency Owner

"I was especially grateful to Stacey for helping transition me into the outside sales position with success!"

– Home Care Agency Management Team Member

Case Study:
Home Care Agency in Seattle, WA

Remote Sales Specialists: Heidi and Sheree
Onsite Sales Specialist: Sheree

Primary focus: referral development

5-month engagement, 2 hours a day, plus 1 week monthly doing professional outreach:

- 13 assessments scheduled
- 50 outreach appointments and networking events
- Developed relationships with key local referral partners for strong long-term B2B relationships
- Sales activities completed:
 - 1208 call outs
 - 335 connected calls
 - 786 messages left
 - 250 emails and texts sent
 - 31 CRM past-due tasks / no next step completed



"October was highly a productive month marked by strong pipeline activity, effective partner engagement, and increased market visibility. This proactive preparation has set us up for high-volume outreach and assessment activity in the weeks ahead."

– Sheree J.
Grow Your Occupancy Onsite Sales Specialist