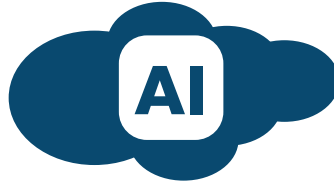


Remote Sales Specialists vs. Call Centers vs. AI Agents: What Are the Differences?



Call Centers



AI Agents



Remote Sales Specialists

Agents:

- Answer inbound calls
- Take messages
- Set appointments
- Read from a script
- Handle calls to multiple communities / clients
- May or may not have senior living experience
- May lack compassion for the caller that is needed for senior living sales
- May not understand the senior living sales cycle
- Turnover can be high, meaning a lack of continuity with the prospects

Clients:

- Pay to cover a time period each day – whether the phone rings or not

Agents:

- Answer inbound calls
- Answer questions from available community information
- Set appointments
- Lack human empathy needed for senior living sales
- Unable to handle complex or unique inquiries
- Frustrated callers may simply hang up and call your competitor
- Speech recognition and transcription challenges may introduce errors into the CRM

Clients:

- High costs of implementation and ongoing service

Advisors:

- ✓ Are your community’s sales strategists
- ✓ Contact your established prospects to warm up and actively engage your future residents
- ✓ Schedule tours, appointments, and next steps directly within your CRM to maintain a smooth sales pipeline
- ✓ Demonstrate compassion, empathy, and patience to build trust with prospects
- ✓ Follow your company’s culture, sales systems, and processes
- ✓ Are experienced, highly trained senior living professionals with years of experience assisting residents and families to find the ideal community
- ✓ Build rapport with prospects through discovery and setting next steps

Clients:

- ✓ Pay only for productive selling time

Bottom Line

Grow Your Occupancy’s Remote Sales Specialists are proven to drive tours and support your community sales team to increase move ins during prospect engagement.

Let’s Talk

Visit growyouoccupancy.com/senior-living-remote-sales-specialists today to schedule a meeting to discuss your needs.