Sales Training & Coaching

Need a Boost in Sales? You’ve Come to the Right Place

Whether you’re a large senior living provider, or smaller privately owned community, we’re here to help educate and empower your sales team using tried and true methods to sell senior housing. For nearly four decades, our sales training program has proven to be the foundation to our clients’ success. We understand the rapidly changing dynamics of the senior living industry, and we’ve been on the frontlines of the evolution—from old-fashioned admissions offices to modern relationship-based selling that speaks to today’s—and tomorrow’s—seniors.

Proven Sales Techniques that Work

Today’s consumers are well educated and informed. They demand more than ever. Gone are the days of “order taking” sales techniques. Consumers today want options, from the array of amenities your community offers, to the experiences it creates. They want to work with someone who is genuine, and they have high customer service standards whether over the phone, via email or in person. Building a trusting relationship with today’s prospects is essential, and our sales training program is designed to do just that.

A strong, relationship-based sales training program should be part of every community’s marketing effort. Our hands-on sales training is uniquely customized to your community, your mission, your sales team and your market.

Our proven sales training program is designed to educate, empower and enhance your sales team’s talents. We work one-on-one with each member of your team, coaching to his or her individual strengths. We’ll give your team the tools and know-how they need to progress the sale, seal the deal and maintain healthy occupancy in your community.

Our Sales Training Program goes beyond the basics and covers topics such as:

- **Know what you’re selling** like the back of your hand.
- **Who are your competitors?** It’s not just other retirement communities.
- **Understanding the consumer** and what motivates them.
- **Sales ratios and goals** – it’s a numbers game.
- The impact of **great telephone skills**.
- **Relationship selling** – educate first, sell second!
- **Features tell, benefits sell** – uncovering a prospect’s needs.
- **Objections!** And how to overcome any obstacle.
- **Closing queues** and what to do.
But Wait – There’s More...
We’ll do a deep dive with your sales team covering today’s biggest challenges and hottest sales topics.

- **Selling to Younger Consumers**

  The Baby Boomer generation has finally started to reach retirement age. Over the course of the next 20 years, tens of thousands of people will turn 65 each day. What does this mean for your community? Is your sales team prepared to communicate with this generation and meet their demands?

  - We’ve done the research.
  - We understand this generation’s history, lifecycle and personality traits.
  - We’ve developed sales methods proven to build trust and connect with this generation.

Selling to younger consumers using features and benefits alone is just the beginning. Connecting with younger consumers is all about developing a trusting relationship, selling the experience and showing how those experiences connect with consumers’ passions – and we know how.

- **Best Practices for Your Sales Team**

  We’re not talking about generic sales best practices here. We’re talking about blending *industry specific* best practices with visionary thinking. For over 35 years, Hamlyn Senior Marketing has helped retirement communities, assisted living communities and skilled nursing facilities reach – and exceed – their sales goals.

  By partnering with your sales team and working side-by-side on a customized best practices plan that covers everything from qualifying a lead, to discovery and strategic follow-up, we’re able to elevate your sales efforts and make them stand out among the crowd.

- **Uncovering the REAL Meaning of an Objection**

  One of the toughest aspects of any sales position is overcoming a consumer’s objections.

  “We’re too young.”
  “The cost is too high.”
  “I don’t want to be around old people all day.”

  While these comments may sound like challenging objections to overcome, they are also tools your sales team can use to customize a presentation or tour. By uncovering as many of the prospective residents’ objections prior to the first tour of the community, you can specifically design the tour to overcome the objection, and close on that objection.

  Work with us, and we’ll help your sales staff uncover the *real* meaning of those objections and develop strategies for each lead to ensure that every activity is moving your prospects closer to a “yes.” For example:
Overcoming the “I'm too young” Objection:

**Objection:** “I'm too young.”

**Meaning:** Sales counselors hear this all the time. This statement usually stems from one of two areas:

1. Fear that they will soon become old and frail. This is most often heard in communities that have a population aging in place. When a prospect sees older, frailer individuals, it creates a feeling of concern for the consumer’s own future and health. The perceived fear is that if they see these frail individuals every day on a consistent basis, they will then become just like these people.

2. Prospects are reminded of unpleasant memories and experiences with old-fashioned nursing homes when seeing many older communities. The prospect feels that if he avoids seeing older, frailer people, then he himself will have a better chance of avoiding the aging process.

**Goal:** The sales counselor’s goal is to probe the prospect to try to identify the specific emotional experience or memory that has triggered the response.

**Problem Solved:** To get to the bottom on this objection, the sales counselor must ask additional questions. They need to uncover what past experience is prompting the prospect to say they’re “too young.” To do this, the sales counselor needs to be completely comfortable with the aging process and those who are in fact older and frailer.

Answering this objection with one of the questions listed below requires practice. If a sales counselor is to overcome this objection, the team member must learn to challenge the prospect’s beliefs and bring them closer to reality.

**Counselor:**

“I’m not exactly sure what you mean when you say you are too young. Could you tell me more/be more specific?”

“Is there something in particular to which you are referring?”

“If you should ever reach the point when you consider yourself to be old, do you suppose you’ll see things a bit differently?”

“Old is a relative term. If by ‘older’ people you mean responsible, mature adults, then you would indeed be living with ‘older people’—with people your own age. These people come from a wide variety of professions and occupations. They have led active, prosperous lives and continue to do so when they move to a retirement community. Some choose to pursue careers even further; some choose to become experts at their favorite hobbies.”
“I don’t think anybody is too young to begin enjoying the carefree retirement lifestyle we’re providing. I’ve had countless sons and daughters, nieces and nephews say, ‘Do you have to be 62?’ I think what you may be feeling, Mr./Mrs. Prospect, is that our community—in your mind—is only for sick people.”

“To the contrary, only a person in good health who is independent would qualify. We are looking for young, vital seniors. Sure, there are some people here who are older than you, and some younger, but the overall mix you will find is extremely compatible with those you are presently enjoying.”

(*)Underlined: Information is more relevant to Independent Living

One of the reasons many people resist moving to a senior living community is that they feel their usefulness is primarily geared to wards maintaining a house. Some female prospects have been housewives their entire lives, so when they lose the role of cooking and cleaning, they lose their identity. The same holds true for many males when moving into retirement. If a man is unable to maintain the house, cut the grass and shovel the snow, what is he going to do with his time?

It is the sales counselor’s responsibility to educate consumers on the activities and events your community offers. Ask prospects about hobbies they’ve always wanted to pick up, and tell them about what they could get involved with at your community.

- Sealing the Deal – Modern Closing Techniques

The opportunity to close presents itself many times throughout the sales cycle, but is your sales staff trained to recognize it? Does your team know how to "read" a prospect and address each closing signal with the proper response?

All steps taken throughout the selling process—from the first conversation on the phone to the conclusion of an onsite tour—should lead to the close of the sale. We have the tools to build a well-prepared sales team that is ready to overcome any objection, with the confidence and skills to seal the deal.

Successful Closing Techniques:

**TRIAL CLOSES**

The Trial Close, also called the “if approach,” is generally the first attempt to close. It’s used to determine the seriousness of an inquiry, or check on how the prospect is responding to the information received. A Trial Close can be any question to which the prospect must answer “yes” or agrees with the counselor. The counselor should always conclude summary statements with a Trial Close. Getting the prospect to commit positively is the objective of using “tie down” questions.

Example early in the interview:

“If I can show you… would you be interested?”
Example toward the end of the interview:

“If I had a two bedroom apartment on the third floor, facing southwest, would you rent it today?”

This specifically addresses the prospect’s concern and limits them to a “yes” or “no” response. The Trial Close will allow the sales counselor to find out if there are other concerns that still need to be answered.

The Trial Close can be used at any time during the interview to check on how the prospect is receiving your presentation. This type of Trial Close is called a PROGRESS TEST QUESTION.

Example:

“How do you feel?”

“What do you think?”

ASSUMPTIVE CLOSE

The Assumptive Close can be used from the beginning of the sales interview. It’s ideal to use with prospects who may be weak decision-makers. If the prospect doesn’t stop you, then they have just bought.

Example:

“Let’s go ahead and select the apartment and finish up the paperwork.”

“I need to get this information (CDA) etc.”

“I hope you brought your checkbook with you!”

NOT a One-Size-Fits-All Approach

Hamlyn Senior Marketing offers unique, customized sales training programs that cater to the specific needs of:

- Continuing Care Retirement Communities
- Assisted Living Communities
- Skilled Nursing Facilities
- Senior Rental Communities
- Start-Ups
- Expansions

It’s Time to Get Real

Hamlyn’s sales training is the cornerstone of our clients’ success. Are you ready to get real results and reach your sales goals? To learn more about our sales training program call us at 856-857-0800, or email Cathy Martin at CMartin@hamlynmarketing.com.