

Proactive, Prospect-Centered Sales Training Workshop

Learn the skills you need to enhance your sales results.

St. Louis, Missouri • February 16 - 17, 2012

Selling Senior Housing is not easy.

Most seniors are not in the market to buy the product and services we are trying to sell. Closing ratios in our industry are at best disappointing and at worst seriously affecting the bottom line.

There is no better opportunity to increase revenue than by increasing occupancy. Our proactive, prospect-centered selling approach will give you the confidence you need to close more sales and dramatically improve your occupancy.

You will learn the main aspects of our approach, techniques, and systems in this dynamic, two-day intensive sales training workshop. Such processes include adapting a Stages-of-Change model to categorizing leads and developing a Relationship-based approach to making advances. We will motivate you, give you new insights, and show you how and why our approach has produced amazing results in countless senior communities across the US and Canada.



About David Smith

David is the Founder and CEO of One On One, Inspired Senior Sales. During 2009, One On One provided sales training and consulting to 25 senior living companies across the US and Canada. David is co-owner, developer, and manager of 900 senior living residences including The Gatesworth at One McKnight Place and Parc Provence, both nationally acclaimed communities in St. Louis, Missouri, as well as Quail Ridge Assisted Living in Oklahoma City and Mallard Cove Senior Living in Cincinnati. David is nationally recognized as a top senior housing sales teacher and trainer. He is also a Lead Instructor with Erickson School of Aging Studies at University of Maryland and is a regular presenter at national Senior Housing conferences. He is a member of the ASHA Advisory Board.



“Join us for our workshop and learn our unique approach to selling senior housing.”

– David Smith

TRAINING WITH PROVEN RESULTS

Each Participant will gain valuable tools to build relationships with prospects and move purposefully toward 100% occupancy.

Our hands-on selling system will help you:

- Maximize your effort with a smaller number of prospects
- Organize your lead tracking system and database for depth and coverage
- Break through prospect fears and objections
- Develop Creative Follow Up materials to achieve more advances
- Adapt a Stages-of-Change model and a Relationship-based approach to the sales process.

Who Should Attend:

If you have never used our selling style, you will find new ways to engage and interact with prospects and meet your occupancy goals. Best of all, you will have fun doing it!

If you already use One On One's selling techniques, this workshop will be a great opportunity to refresh and reinforce what you already know.



“David Smith is simply the best sales professional in our industry...period...there is no one even close in my opinion.... and I am not easily impressed after 25 years in the field. In addition, he is also the best sales teacher/mentor in our field, which is a rare combination of skills.....that one so good can and will teach others. You will not have a better opportunity to learn how to sell/lease more senior apartments than to attend David's unique workshop...it will be among the best investments you or your company will ever make. You will come away with immediate tools that you are not using that work better than what you are now doing.....simply ask anyone who has ever attended...or call me for more details.”

– Tony Mullen, Partner Royal Star Properties and Co-founder of the NIC

ONE ON ONE WORKSHOP – DAY 1*

8:00 AM	Breakfast
8:30 AM	Welcome and Introduction
9:00 AM	Interactive Classroom Module 1: Person Centered Selling We will discuss your selling style and changing your sales paradigm. We will discuss prospect resistance and marketing versus sales.
12:00 PM	Lunch
1:00–3:00 PM	Interactive Classroom Module 2: Discovery You will learn how discovery gives you the tools, confidence to build trust and ultimately get face to face with your prospect.
3:00–5:00 PM	Interactive Classroom Module 3: Planning Advances We will explore the science of “closing” in multi-call sales and the importance of planning to advance the sale, specifically applied to our unique selling scenario.
5:00–6:30 PM	Tour & Happy Hour at The Gatesworth

ONE ON ONE WORKSHOP – DAY 2*

8:00 AM	Breakfast
8:30 AM	Interactive Classroom Module 4: Creative Follow Up We will present a multitude of creative follow up options, teach you how to launch personalized campaigns that are cost effective and targeted to your prospect, where it matters!
10:00 AM	Interactive Classroom Module 5: Sales Management You will learn how to prioritize and maximize your time selling, identify and work your best leads, monitor results and work as a team.
12:00 PM	Lunch
1:00–2:30 PM	Live Interactive Prospect Case Studies
2:30–3:00 PM	Review and Conclude

* tentative workshop agenda

“Since making the transition to Relationship Selling, our sales teams are much more motivated, and for the right reasons – to help our prospects. We also have found that we get to meet extraordinary people, that we like our jobs again, and we are a lot more successful! Investing in One On One training and making the switch to Relationship Selling has been a blessing to our company.”

– Steve Ferrarini, Touchmark



The One On One National Training Center



One McKnight Place
St. Louis, MO 63124

For more information call
Janet Dillon at (314) 446-4111

Registration Fees:

\$2,000 per person*

Please call about group pricing or information about ongoing Follow-Up Coaching for your Community.

Reserve Your Hotel Room(s)

We have reserved a limited block of rooms at the special training rate of \$119 per night. This rate will be available until February 10, 2012.

Please inform the hotel that you are attending the One On One training when making your reservations.

Sheraton Clayton Plaza Hotel**
7730 Bonhomme Avenue
St. Louis, MO 63105

For reservations call:

1-800-325-3535

*Fee includes Training Materials, 2 days of Interactive Workshops, access to David Smith and One On One associates, transportation to/from hotel on each day of training, continental breakfast, lunch, and morning and afternoon refreshments.

**The Sheraton offers a complimentary airport shuttle daily from 6:30am-10:00pm.

Attendee Information

Attendee Name _____ Title _____

Additional Attendee Name _____ Title _____

Address

Company Name _____

Street _____ City _____ State _____ Zip _____

Phone _____ Fax _____

Email (for updates and additional information before the training) _____

Registration should be received by February 10, 2012

Visa Name on Card: _____

Mastercard Card Number: _____

American Express Expiration Date: _____ CSC: _____

Billing Address: _____

Register by Fax:

Fax this completed form to (314) 446-2040

By Mail:

Check Enclosed Check Number: _____ Amount: _____

Please make checks payable to One On One

Send completed form and payment to: One On One
One McKnight Place, G50
St. Louis, MO 63124