



Outside the Box Marketing for Senior Living (Elder Care Advisor)

Benjamin Pearce

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Written by 30-year veteran senior living expert and author, Outside the Box Marketing for Senior Living challenges everything you thought you knew about competing in today's crowded market place. Frustrated with your occupancy? Don't beat up your sales people; give them some new tools. Enclosed are proven strategies that have worked - more than enough to implement a new idea every week for over a year! These creative "Outside the Box" ideas will not only fill your building, but also position your company as a leader in the senior living field while making your competitors irrelevant.

To fill your community and keep it full takes a willingness to do things outside the walls of your building that others may not have tried. So not only do you need to think outside the box you have to be outside the box. This book takes community outreach to a whole new level. What you want is results. **RESULTS - Relationship Enhancing Skills Ultimately Lead to Sales.** Learn how to be a Super Connector and find ways to help other people who may then be inspired to help you. People often are fearful about community outreach because they don't know what to say. Not only will this book teach you what to say, but who to say it to and provide all the templates you need to become the Go-to person for senior living in your market place.

You never get a second chance to make a first impression. All your networking, advertising, collateral and community outreach efforts are wasted if your prospects are disappointed with their tour. Advance preparation can tip the scales in your favor. Learn how to optimally prepare your facility to show its best. Learn a way to incentivize your sales people that can actually pay for your entire commission program with added value. Download a free template for conducting a mystery shop and a step-by-step guide to an effective sales process detailing pre-tour preparation to closing the sale.

Finally, networking events connect many professionals serving the same market at one location and position the host as an expert in information exchange and business leadership. Learn all the details for conducting some very creative events that will showcase your leadership and drive new leads to your community.

Outside the Box Marketing will become the ultimate marketing strategic plan to put you way ahead of the game.

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