

MHCA

Sales Standards

Deep Discovery

We are intensely interested in our prospects, key influencers, and referral sources. We ask thoughtful, probing questions to understand their unique situation. Utilizing the funneling process, we uncover the wants, needs, and emotional motivations driving their decision.

Personal Connections

Utilizing the Discovered information, create singular meaningful, memorable and unique Experiences for customers. These Experiences provide a glimpse into their future lives with us, a transitional bridge to a MHCA community, represents a life-long commitment to them and proves that we want them as a part of our family!

Team Sell

Utilizing atypical selling behaviors and skills, we team sell daily and recognize that each of us is responsible for contributing to the efforts to fill our MHCA communities. The “team” consists of **all** employees as well as current residents and current and past residents’ family members.

Daily Strategy Meetings

We hold daily stand up meetings with the Executive Director and the team. We creatively and strategically brainstorm Personal Connections and creative follow up next steps with prospects, key influencers and referral sources, and hold each other accountable for completing agreed upon creative follow-up.

Fast Follow Up

We reply to **all** inquiries and referrals within 30 minutes of receipt and train our entire team to do the same. ***Our urgency creates urgency for the customer.***

Persistent / Creative Follow Up

We *creatively* follow up via call, email, text, visit, video conference, etc. with all new inquires and referrals a minimum of 5 times in the first three days following inquiry. We use **all** employees as well as current residents and current and past residents’ family members as well. We continue to follow up at an appropriate cadence thereafter to advance the relationship.

Advise

We advance move-ins and referrals by setting next steps during **every** interaction with a prospect, key influencer or referral source. These agreed upon next steps are completed urgently or within the agreed upon timeframe.

Track

No matter what tracking system we utilize, we enter “Discovered” customer information every day. This information must be accurate and detailed to track our progress with each customer. All creative, Personal Connections-based follow up actions are included in each entry.