

Michael Marlow

# Selling the Senior Living Experience

## Missouri Health Care Association

August 28, 2024

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Greetings from Kentucky...I mean Disney World!!

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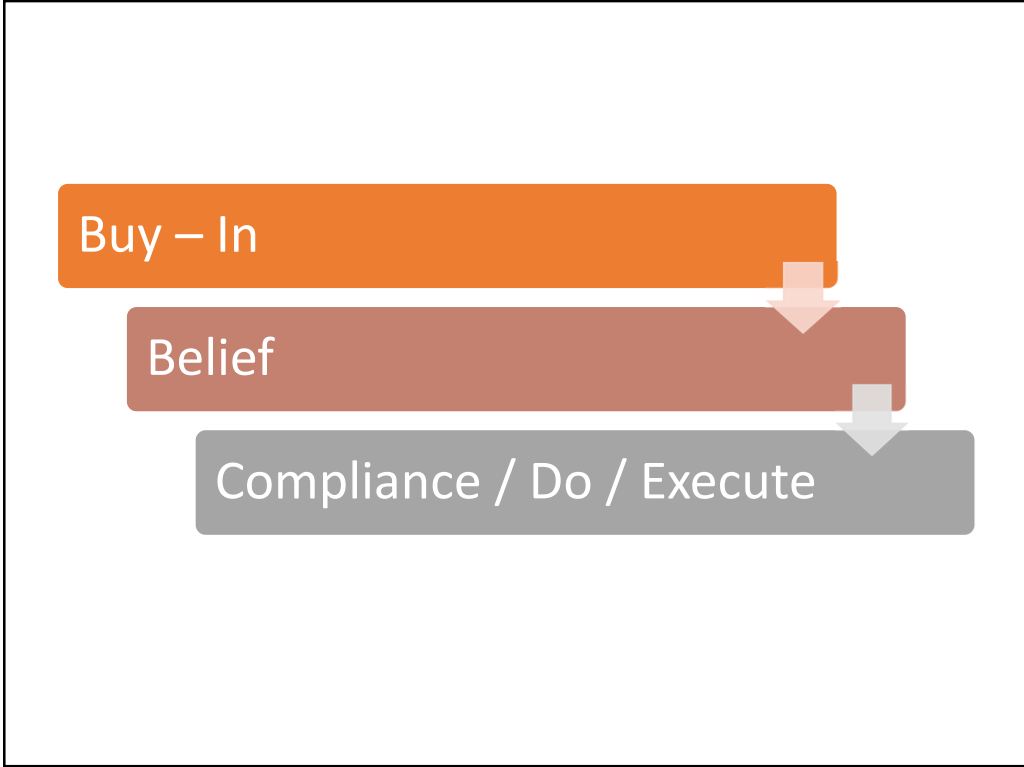


# **TOUGH DAY AT DAYCARE!**

**Hello Missouri Health Care  
Association, be nice to my  
Grandpa!**

**Love,  
Zoe**

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## Selling the Senior Living Experience

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*The rate at which an organization learns may become the only sustainable source of competitive advantage.*

Abebe Kebie Hunegnawu

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**Senior Living!**

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**Happy National Thoughtful Day and  
Cherry Turnover Day!**



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# The Experience is Everything!

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## Selling the Senior Living Experience

### **THE CENTRAL MESSAGE FOR TODAY...**

We must give our customers a glimpse into what their life could be like in your community by creating a meaningful, memorable and unique Experience for our residents and their family members and that must start while they are still considering your community.

### **THE CENTRAL QUESTION FOR TODAY...**

Upon what is that glimpse of the meaningful, memorable and unique Experience based?

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## Selling the Senior Living Experience

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# 5ish Questions

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## Selling the Senior Living Experience

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1. What is our overall national senior living occupancy?

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## Selling the Senior Living Experience

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2. What sector of the senior living industry had the greatest decline during the pandemic?

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## Selling the Senior Living Experience

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3. According to research, what percentage of Assisted Living residents have contracted the Coronavirus?

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## Selling the Senior Living Experience

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4. Inquiries in June of 2024 were \_\_\_\_\_% higher than in June of 2023?

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## Selling the Senior Living Experience

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5. What percentage of seniors 65+ will ever live in a senior living community?

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## Selling the Senior Living Experience

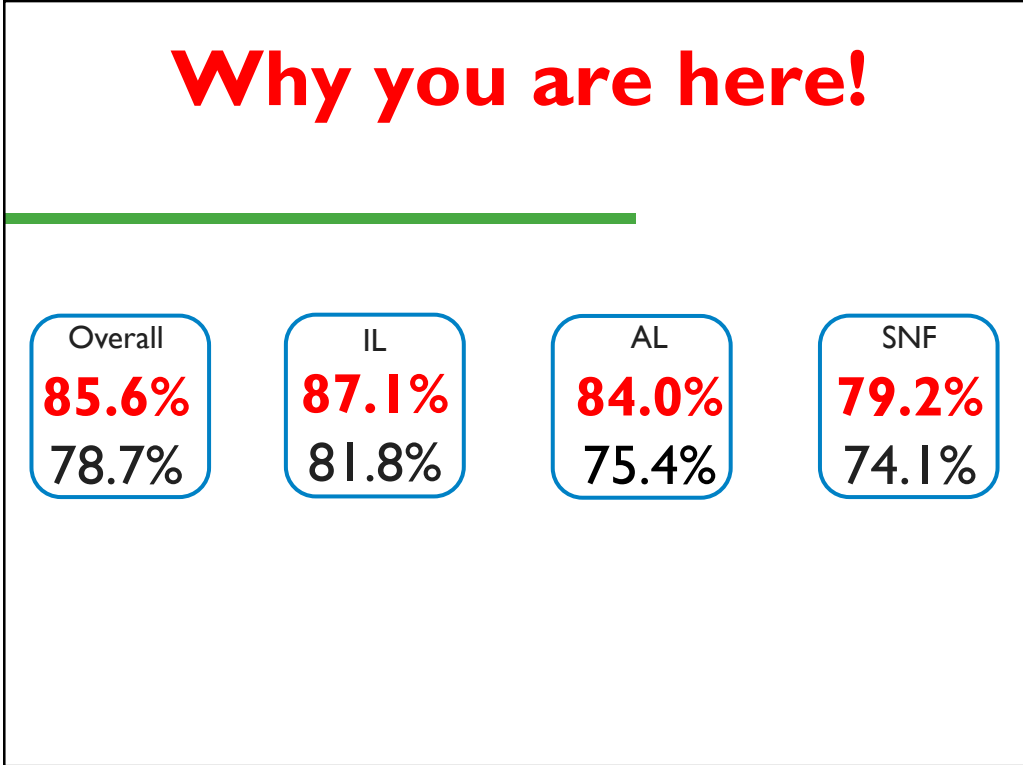
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**But, how would our customers have answered Question #3?**

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# Why you are here!



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# The Results are In!

Inquiry to Experience (30%) 53% / 56% / 57%  
Experience to Move In (26%) 34% / 45% / 46%  
Inquiry to Move In (6% -10%) 18% / 25% / 26%

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# THINK DIFFERENT

STEVE JOBS



25



Isn't it nice when the  
right thing to do is  
also good for your  
business?



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<h2>Marketing</h2>	<h2>SELLING</h2>
<p>The total of activities involved in the transfer of goods from the producer/ seller to the consumer/buyer, including advertising, shipping, storing, and selling.</p>	<p>To persuade or induce someone to buy something.</p>
<p>INQUIRY</p>	<p>MOVE IN</p>

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# BEHAVIORS OF TYPICAL SALESPEOPLE?

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## Selling the Senior Living Experience

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Seek first to understand,  
then to be understood.

Stephen Covey

The greatest hunger of the human  
soul is to be understood.

St. Francis of Assisi (and Greg)

29

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"You're not going to learn it all  
overnight, but maybe, just  
maybe, you'll learn enough to  
change your life."

Usher

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30

So have we been doing  
this all wrong?

**ABSOLUTELY!**

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The Word of the day...

**EXPERIENCE!**

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## Selling the Senior Living Experience

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**CUSTOMER**

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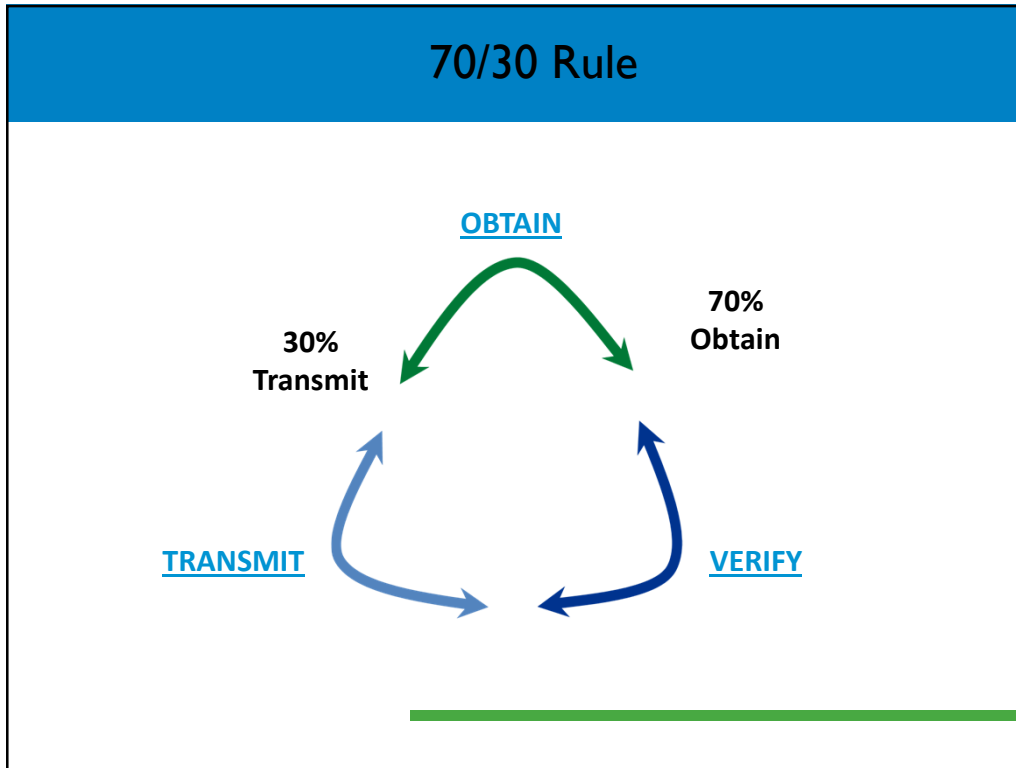
## Standard I

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**Deep Discovery**

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Seek first to understand, then to be understood.  
Dr. Stephen Covey

A black and white illustration of a funnel, positioned to the right of the quote box.

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## Follow-Up Questions

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Living Services



*Bite it Til it Bleeds*

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## Selling the Senior Living Experience

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[https://www.linkedin.com/posts/reed-davis-15388956\\_how-did-a-2-hotdog-change-the-course-of-activity-7027369155322400768-fvXG?utm\\_source=share&utm\\_medium=member\\_ios](https://www.linkedin.com/posts/reed-davis-15388956_how-did-a-2-hotdog-change-the-course-of-activity-7027369155322400768-fvXG?utm_source=share&utm_medium=member_ios)

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## Standard 2

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# Personal Connections

aka Creative Follow Up

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## Standard 3

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# Team Sell

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## Standard 4

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# Daily Strategy Meetings

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Velocity / Volume  
vs.  
Time / Skills

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10 - Name/Influencer	3 - Top 3 Needs	1 - Personal Connection(s)	Next Steps
Richard and Millie Reese – KDMs! Steve Reese – son Michael Reese – son	- Time back in Richard’s day - caring for Millie - Spacious apartment - Multiple dining options - Sons want background checks on employees – Steve is in the S/L biz	- Richard LOVES bourbon, Woodford Reserve specifically - Millie loves UK basketball - Michael was a baseball player at UK	8/8 – Don – Face Time “with Richard only” - medical capabilities for Millie 8/8 - Jamie – phone today and PC thank you card to Reeses 8/8 – Brenda – introduce Richard to the Smiths (UK grads) – Face Time? Intro sons to Mr. Jones’ daughter (St. Lukes church) – Face time? 8/8 – Team – “I Promise” notes with Woodford “waiting for him” (Amy)
Ray Hill Nick James, ARNP	- Meals prepared - People! – socialization – widowed in 2019 - Nick referred Ray - wants health updates monthly – great referral opportunity?	- In construction his whole life - Loves playing church music - Sitting on his patio - Loves hot dogs and chili	8/8 – Ed to meet with Ray at home. Outdoor chair with his name on it – model apt for 8/12 experience? 8/8 – Amy – record/send (One Day) Mrs. Smith playing piano – “Looking for accompaniment?” Amazing Grace? 8/8 – Don to call Nick discuss communication preferences/additional Discovery 8/11 – Kris – sign for Ray’s experience 8/12 – add PC items to sign
Henry Wasneski Susan Swann – daughter Dr. Suzanne Shemwell – daughter/KDM?	- Cancer survivor/health minded - Shower and med assistance - Independence and “male connections” - Suzanne – chiropractor - very interested in our medical capabilities	- Aviation Engineer with The Boeing Company for 35 years - WWII Vet; Navy Aviation Pilot - Earned a Navy Cross - Knows Bert Hemmingway	8/8 – Ann - Ask Mr. Hemingway to email / offer Face Time visit ASAP 8/8 – Team - Fed Ex “I Promise” notes to Henry. Regular mail note from 3 male Ambassadors to Henry – Q&A offer – get WWII stamps from Post Office (Timothy) 8/9 – Jamie MIGHT know Dr. Shemwell’s med partner – report back. Offer Don call?
Ethel James – KDM! Michael – Only son but lives in Italy	- Housekeeping, dining, and yard work - Recently lost driver’s license (Macular Degeneration) – transportation - Wants apartment near lobby - Michael – “uninvolved” but okay to contact	- Ethel - knits / quilts /volunteers to make items for the local hospital - eyesight is becoming issue - Certified hospital chaplain - Widowed – interested in male companionship - Michael – “sorta government job”	8/9 – Amy - One Day video “Tightly Knit” club to Ethel - send ASAP 8/9 – Ed to make home drop – offer Ambassadors club offer to Face Time 8/9 – Brenda to contact Michael – Discovery focus AND ask Dr. Hollon about his chaplaincy hospital – connect via phone? 8/9 – Don - will Dr. Williams call her re: eye exam visits?
Walt & Sharon Ansell Timothy Ansell – son/POA/KDM! Kris Marshall – daughter/KI?	- Sharon - ambulation issues / ongoing weight gain - Walt and Sharon need help down sizing - Timothy – lawyer - Kris – works at PETA – KI – shows horses	- Snowbirds in Sarasota - Walt drives/loves a 1992 Lincoln Continental - Walt loves to dance and wheel - Sharon around the dance floor as she sits on her walker - Timothy – has requested RA	8/9 – Ed – hand deliver RA to Timothy tomorrow 8/9 – Timothy and Kris – Face Time experience with Ansell’s – meet team? 8/9 – Don to call Timothy today – introduce Dr. Mills, Med Dir 8/9 – Jamie – Sarasota weather report app to Ansell’s
Don – Director of Nursing / Ed – Executive Director / Jamie – Sales and Marketing Director / Brenda – Sales Counselor / Amy - Life Enrichment Director Ann - Director of Culinary Services / Timothy and Kris – Concierges			

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**THE CENTRAL MESSAGE FOR TODAY...**

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**THE CENTRAL QUESTION FOR TODAY...**

**Upon what is that glimpse of the meaningful, memorable and unique Experience based?**

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# Standard 5

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# Fast Follow Up

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# Standard 6

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# Creative/Persistent Follow Up

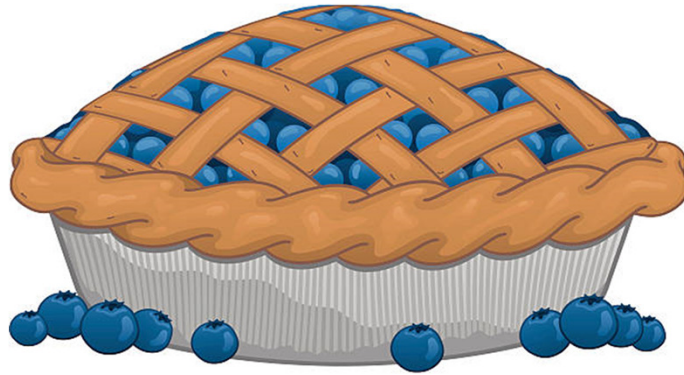
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## Selling the Senior Living Experience

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## Standard 7

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# Advise

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# Standard 8

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# Track

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# Dixie Sopes

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<p><b>Dixie Sopes</b></p> <p>83 years old</p> <p>Financially qualified / owns home with no mortgage</p> <p>Never worked outside of home</p> <p>Loves to bake</p> <p>Widowed 2 years from Anthony after 61 years of marriage</p> <p>Dog "Tootsie" and cat "Patches"</p> <p>Has visited community</p>	<p><b>Mathew Sopes</b></p> <p>Lives in Arizona</p> <p>High school athletic director</p> <p>Divorced / no children</p> <p>Remotely involved with Dixie</p> <p>Has not visited community</p>
<p><b>Susan Kendall</b></p> <p>Mother of 3 (11, 13 and 17) store</p> <p>Husband Jack travels weekly</p> <p>Catering manager at Landry's restaurant</p> <p>Coordinating "Project Graduations" for oldest son Madison</p> <p>Overwhelmed and very busy</p> <p>Has visited community</p>	<p><b>Lynette Cassidy</b></p> <p>6 years as a pharmacist at local chain store</p> <p>Born and raised in Houston</p> <p>Referred Susan to Tanglewood</p> <p>Back to work for 2 weeks after birth of</p> <p>Has not visited community but knows "someone who works there"</p>

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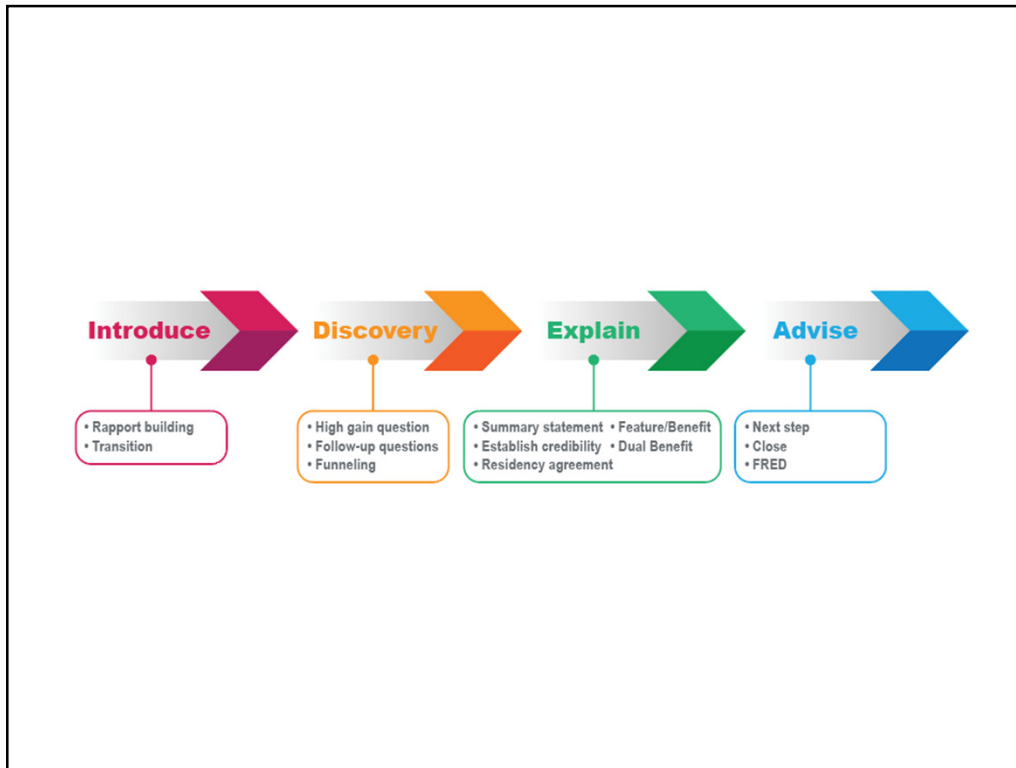
## Selling the Senior Living Experience



A group of approximately 15 people, including men and women of various ages, are standing in a long, carpeted hallway. They are all holding up white signs with the word "YES!" written on them. To the left of the group is a large, stylized green tree prop. The hallway has a patterned carpet and recessed ceiling lights.

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## Change your behavior - change your life!

1. Be atypical - no Sea of Sameness for you!
  2. Be a holistic listener
  3. Be disciplined and consistent
  4. Be about results, not activities
  5. Be focused on investing Time/Skills vs Velocity/Volume
  6. Be a great sequential questioner
  7. Be all about Personal Connections and Team Selling
  8. Be true to treating every customer/situation as unique
  9. Be committed to your 8 Strategies – every time, every day, every customer!
  10. Be proud to be an atypical salesperson!
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Thank You

**MHCA!**

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