



Wisdom Stories for Senior Living Sales

Storysharing with Gary at >Virtical on **1st Fridays @ 12:00 Noon. CST**
FREE for Active Onsite Salespeople, Interns, and Backup Sales Staff

"Imagination is pivotal for creative problem-solving and sharing success stories with others is a great well for fresh water for the mind and spirit." gms:'24

February 2nd – Discounts, Concessions and Community Fees

If needed, how do you successfully explain the benefits of a community fee and decide whether or not to offer discounts and/or concessions to secure a sale?

March 1st – The Prospect's Influencer Network

How do you gather information about a prospect's key influencers and successfully communicate with them?



Tips for Growing Your
Own Salespeople

Growing Full or Part-time Sales Staff

Storysharing with Gary at >Virtical 1st Fridays @ **3:00 p.m. CST**
FREE for Executive Directors, Corporate Sales Leadership and HR

March 1st – Internal Promotions From One Role to Sales

How have you grown salespeople from within your community staff and how has HR been helpful with new applicants interested in multiple opportunities?

Please email me for the Zoom Invitations. Gary@Virtical.Live



Why the metaphor of Pearls and Oysters?



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The oyster grows the pearl as a saving solution it creates around a challenge introduced to its system. When we are challenged in sales and seek solutions, listening to each other's sales stories about how we found or imagined creative solutions to help a prospect can be inspiring. They become 'Pearls of Wisdom' for us to enhance our thinking and feelings about sales skills and create practical road maps to help us. The >Virtical Pearls[®] support lifelong learning and treasures for all of us in sales.



Growing Full or Part-time Sales Staff

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Our challenges in a sales situation are like the particles that enter the oyster's life while filtering water and creates an irritating stress for it. Each oyster grows its own unique pearl as it wraps solutions around it creating a stress relieving material, the pearl. Likewise in senior living sales, we are confronted with the pressing matters in the lives of prospects searching for solutions for irritations in their aging journey and like oysters, we help filter and process the prospect's irritating challenges that cause them stress in their lives.

Growing your own salespeople by promoting appropriate and experienced staff is one approach. Another idea is working innovatively with HR in selecting candidates with multiple interests in senior living who might enjoy transitioning to sales at a future date. In either case, think about creating your own bed of Sales Oysters where they are grown and cultivated in each community!