



Sales Coaching



EBB&FLOW

Dementia & Sales



Sales Assessments



Creating Sales Leads
Outreach Marketing
& Networking

This is  Virtualceai™



'Virtical' is a combination of 'vertical and virtual.' The 'greater than' symbol (>) signifies that my coaching addresses the basics of sales and does vertical deep dives into the sciences, arts, and creativity of sales skills as I work virtually with clients.

Supporting a salesperson in both continuing education and skillset development are important forms of recognition and appreciation, contributing to staff retention.

On a one-to-one basis with a salesperson and collaborating with their supervisor, my sales coaching, mentoring, and guided interactive self-study, will enhance sales growth and sustainability.

Four Signature Services Strengthening Sales Growth and Elevating Marketplace Presence



Virtually Yours by >Virtical

Sales Coaching & Mentoring.
Serving Senior Living Communities.



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> Virtical's Signature Services



Sales Coaching

Virtical's W.I.N.ing by Knowing®

Our premier senior living sales program featuring Virtical's 5 Sales Skillsets (mentoring).

QuickStart Sales Tutorials®

A customized program for adapting 9 unique sales situations in senior living.

Team-Up > Virtically®

Collaborative coaching or customized fractional plans that support clients by adding bench strength to sales.



EBB&FLOW

Dementia & Sales

The Art of Entering Their World®

Creating sales relationships through the of art storytelling and storylistening.

The Blended Family®

Developing flexible sales skills to engage the expanded family network and embrace the at-home caregiver, spouse or partner.

TravelingSupport®

Exporting value to the greater community by bringing support groups to community organizations and incorporating a bounce-back follow-up for sales leads.

> **Vertical's** **Signature Services**



Sales Assessments

Green Lettuce[®]

A comparison of the freshness of your signature program's messaging versus those of 3 competitors.

Every Worker a Marketer[®]

Staff adaptability in supporting sales.

Mapping Circles and Squares[®]

4 deep dive workshops into the geographic areas and online networks defining a community's primary, secondary, and tertiary marketplace.



Creating Sales Leads Outreach Marketing & Networking

The Speakers[®]

Training select staff to create presentations for organizations in the greater community.

The Baker's Dozen[®]

An added extra dimension to create leads through volunteer organizations.

Then & Now Intergenerational Theatre[®]

Attracting leads and retaining prospects through an entertaining and educational intergenerational program.

>Virtical's W.I.N.ing by Knowing

Our premier senior living sales coaching program featuring deep listening and 5 SALES SKILLSETS.

Sales in senior living is the art and science of mindful discovery in identifying and building relationships based on a prospect's Wants, Interests, and Needs (W.I.N.s) and the community's abilities to satisfy them. The sales process is concluded when a prospect accepts an invitation and offer that specifically addresses their W.I.N.s. These 5 SALES SKILLSETS will empower a salesperson with the tools and confidence to creatively succeed.

- Virtical's Skillset #1** {
 - a. Positioning W.I.N.s
 - b. Deep Listening
 - c. Likeability Factor

- Virtical's Skillset #2** {
 - a. Managing Inquiries
 - b. Arrival Experiences
 - c. Sit Down Discovery

- Virtical's Skillset #3** {
 - a. W.I.N.ing Tours
 - b. Signature Spotlighting
 - c. Memorable Engagement

- Virtical's Skillset #4** {
 - a. Post-touring Follow-up
 - b. Influencer Connections
 - c. Timeline Scheduling

- Virtical's Skillset #5** {
 - a. Invitation Offers
 - b. Closing Negotiations
 - c. Pipeline Management

For more information on these Skillsets, visit www.virtical.live or email gary@virtical.live

My Sales Journey

I began six years of selling magazines and newspapers door-to-door in the 7th grade, then four years selling shoes and clothes in college, and another four years in senior living sales while in graduate school. For the past 40 years I was a vice president of sales & marketing and an executive team leader for several senior living management companies.

I've worked with and coached hundreds of salespeople in techniques and approaches based on the sciences and arts that are foundational in senior living sales in order to successfully serve prospects and their influencers.

I love sales coaching, sharing stories, and helping individuals grow creatively to succeed in this important craft bringing financial and employee stability to senior living communities.

Gary M. Solomonson, 2024

Two FREE Monthly Virtical Sales Zooms

Contact me for dates & times, gary@virtical.live



The Virtical Team

Gary Solomonson, *Founder, Sales Coach & Sales Research*

Julie Borchert, *Marketplace Presence Research*

Nancy Goldman, *Chair of Roundtable Advisory*

Graphic Design & Support: Brooke Kenney, Brookenney Creative

Website Design & Support: Kathy Ashpole, The Zimmerman Group

Program Art: Scott Ross, Illustrator

Photography: Amy Purpera, Purpera Style Photography

For more information on a signature service program and my bio, please email gary@virtical.live

