



Fresh Lettuce Assessment by >Virtical™

. . . just like lettuce, online messages need to be kept fresh . . .

I'm excited to introduce you to >Virtical's newest customized research service offering comparative ideas to refresh and strengthen the marketplace presence of your key signature services and programs through refreshed online messaging & suggested differentiation that will attract leads.

🌿 **A 3rd Party Review.** To determine if a refresh of the content and messaging of a key signature service or program would strengthen the number and quality of sales leads, we conduct a comparative review of your community's messaging with one to three competitive communities.

🌿 **Evaluation of Key Venues.** Our research focuses on selecting messaging presented in venues such as social media, podcasts, blogs, websites, and outreach presentations. The goal is to infuse freshness into the content, language, and sales appeal to attract new leads.

🌿 **Advisory Consultation.** When the review and evaluation is completed, the deliverables will include a Zoom advisory consultation:

- Comparison of online content of competitive signature services & programs
- Effectiveness of sales and marketing language to attract leads
- Elements to remain, change, modify, or adjust
- Recommendations for creative infusion and implementation

For more information about this research service, please contact me at Gary@Virtical.Live or, (612) 810-1683. If you receive my voice mail, please leave a message and I will get back to you asap.

Meet Gary M.



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Gary M. Solomonson B.A., M.Div.

Senior Living Sales Coach & Mentor

Storylistener & Storyteller

Boomer & Future Resident 😊

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New > Virtual Website April 15th

Hello. Yes, it is true, playing the averages I'm only 7 to 10 years away from possibly becoming a member of a senior living community, hopefully one I helped develop and manage. 😊 We boomers are not a homogenous market, we are markets of one changing the shifting sands of senior living.

Me. Recently in a Zoom, a CEO & CFO asked me to talk about myself. A few sentences into my response, they stopped me saying, "Let us rephrase the question. We read your bio and liked what we read. We want to know about who Gary M. Solomonson is away from work, your hobbies, past times, and a quirky personal question, why do you use the M. in your name?" I paused, took a breath, and said that I enjoy time with my family and friends, our dogs, gardening, designing and creating sculptures, walking, enjoying theatre and online documentaries, watching some news, writing books and poetry, and serving on several national and community boards. I'm also a passionate fundraiser for environmental reclamation projects and when no one is around, I play my guitar or banjo for my dogs. My Norwegian heritage and humor have been door-openers with colleagues and residents at social gatherings. As for the M my dad's best friend John Melvin Eastvold, was killed in WWII and dad wanted me to carry his middle name as a legacy of his service to both community and country as a reminder to live a lifetime of service to others. To honor him, I've helped create hundreds of veteran's clubs in senior living communities throughout the US.

Yesterdays. Following college, graduate school, and pursuing post-graduate studies in aging research, I worked over the next 40 years with The Goodman Group and several others, primarily in sales and marketing leadership. Along the way I've experienced everything from cleaning bathrooms to becoming a board member. From housekeeping to maintenance projects, cooking meals, resident activities, landscaping, designing and building new properties, renovating others, monitoring construction, painting apartments, hiring staff, helping nursing when shorthanded, mergers and acquisitions, all while keeping my eye on sales. A significant part of my journey has been pioneering work in the development of memory care environments and being a dementia caregiver for family and friends.

Today & Tomorrow. The opportunity to have worn most of the hats in senior living at one time or another led me to create *W.I.N.ing by Knowing*[®], my premier sales coaching program and >Virtual's 4 Signature

Services supporting sales. It is a “game-changing” approach in how salespeople can mindfully involve all staff in sales and have a positive impact on a community’s culture. My practice focuses on small (24-48+ units) to medium-sized (125 to 225 units) senior living communities, both nonprofits and for-profits, their boards, corporate, and regional staff. I enjoy working with people who value “virtual and vertical” deep dives into the craft of sales and its positive infusion into all aspects of the community. If this interests you, let’s meet and talk a little shop on an introductory basis and maybe share a couple of stories about how the senior living business continues to change and is now being impacted by me and my fellow Boomers. There will be no sales pitch, unless you ask for one, I promise. If interested, please email me to set a time to visit – Gary@Vertical.Live

Gary M.