Dementia Sales & The Blended Family©
by > Virtical™

Sales and Colleagues Providing a Refuge for Sorting Out the Challenges

"Dementia alters the dynamics within a blended family, necessitating sales to play an amplified role in assessing the prospective resident, supporting the stay-at-home caregiver or POA and serving as a resource for the blended family." gms 2020

Sales & Peace of Mind. For blended families navigating the complexities of memory care assisted living, the journey can be daunting and emotionally charged. This customized sales coaching program will provide guidance and support for new and existing sales staff and their community colleagues.

- Creating assessments for Wants, Interests, & Needs of the resident, POA, caregivers and family
- Provide insights and guidance to help sort out their anxieties and fears of the unfamiliar
- Approaches to dispelling rumors, stigmas, and stereotypes of dementia care programs
- Techniques in navigating the emotional impact of decision-making and the move-in process
- Community and all-staff support for the POA and blended family throughout the transition

Workshop Menu. We offer a menu of 12 basic workshops to address these topics and will customize to fit the salespersons experience and professional growth.

Collaborative Coaching. The most successful approach is collaboration with the salesperson, executive director and/or the memory care program coordinator and within the context of the community's existing program. The benefits of this approach are shared experiences, mutual customization, buy-in and sales skills development. Collaboration with all departments enhances the strength of the community's culture to support blended families and will sustain sales growth and marketplace presence.

For more information on this workshop series
please contact Gary@Virtical.Live.

EBB&FLOW

Dementia Care & Sales

EBB & FLOW is a Signature Service of > Virtical featuring these 3 programs.
**The Art of Entering Their World© . . . Dementia Sales & The Blended Family©
Classes & Support Groups©**