



Circles & Squares®

by >Virtical™

Finding Your Referrers and Assisting Them in Getting to Know You

“It’s not who you know, it’s who knows you!”

Jeffrey Gitomer, *“Little Black Book of Connections”*

Stories & Referrers. The science and art of story listening, sharing, telling, and development are the key ingredients in this program. Learn how each is uniquely different but related and the importance of the timing of their use in the sales relationships with referrers.

The Circles. Each circle represents an individual referrer and their networks who can potentially suggest or connect you with other referrers as you develop relationships with them through in-person networking, marketing, or social media visits. We’ll explore techniques to retain their support and expand your reach and penetration in their organizations and networks.

The Squares. The squares represent selected geographical areas that make up the marketplace from which you attract leads for your senior living community. While boundaries vary in shape, they outline the areas where various businesses, organizations, and community services are located in your primary, secondary, and tertiary marketplace areas. The squares also represent the online groups and social media networks you need to follow, maintain and update constantly. Through a process of geographical and online mapping, you’ll discover the value of each individual area, group and network in creating a balanced lead-generation program.

Continuous Monitoring. The process is an everchanging and evolving dynamic as individual referrers change roles and/or leave their organizations and sales must assiduously adapt and replace. The focus in retaining and expanding the quantity, quality, penetration and reach within each square and circle is critical to sustaining marketplace equity and financial sustainability of the business. Our introductory zoom and 4 workshops teach the techniques to develop in successfully monitoring, adapting and retaining the quality of circles and squares.

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



Sales Assessments & Cultural Research

THIS OR This is a Signature Service of > Virtical featuring these 3 programs.

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