



Every Worker A Marketer[®]

by >Virtical[™]

Every Link in a Chain Has a Purpose and Value

“In a senior living community, the presence and work done by every worker creates the story that sales sell each day.”

Gary M. Solomonson, “Every Worker A Marketer” 2024

Every Worker Markets Inside and Outside. Picture incorporating the phrase "and Marketer" into every job role description, acknowledging its pivotal role in the narrative of the community's products and services marketing story. A housekeeper transcends cleaning duties by warmly welcoming visitors on tours with a smile and thoughtful words, or by expressing their satisfaction with their workplace to fellow shoppers at the grocery store . . . they are a marketer! When a staff member feels valued and viewed as a real “team member” this can also drive employee retention.

Sales Assessments & Cultural Research. Virtical offers a range of sales and cultural interviewing assessments as the first step in this program. Subsequently, it collaborates with leadership to create tailored coaching and training workshops for executive directors and department heads to then lead sales initiatives and foster ongoing cultural growth.

For more information about these services,
please contact Gary@Virtical.Live.



Sales Assessments & Cultural Research

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

Green Lettuce[®] . . . Every Worker a Marketer[®] . . . Circles & Squares[®]