

Pearls & Oysters

by >Virtical™

“Your culture encompasses the ‘felt’ and ‘mindful’ perceptions of the atmosphere, relationships, services, activities, and overall external and internal environments that residents, staff, volunteers, vendors, referrers, and visitors experience. Keeping the culture’s growth in motion with dedicated attention and care, it reflects the expressed and collective values, beliefs, practices, and social norms that influence daily life and interactions. Your culture is the foundation upon which you build your sales programs. Engaging ‘hybrid-volunteers’ who are resident peer-to-peer follow-up ambassadors will add a dynamic feature to your cultural development, sales and marketing program, boosting sales and ROI.” Gary M. Solomonson 2024

*Oysters form pearls around grains of sand creating unique & valuable gemstones!
In this program, oysters are the hybrid-volunteers who are peer-to-peer resident ambassadors.
They form the pearls which are the unique & valuable relationships with
like-minded prospects to enhance a community’s culture, boost sales and ROI!*

5 Fifty-Minute Workshops to Establish the Program & Increase ROI

Workshop #1 – Keeping Culture and CRM in Motion, Creative Connections and ROI Goals

- Review of your senior living community’s culture that supports sales & life enrichment
- Pearls & Oysters – leveraging sales discovery to stay connected with CRM prospects
- Setting achievable and incremental ROI growth goals for cultural development & sales

Workshop #2 – Creative Infusion for Cultural Development and Sales Impacting ROI Goals

- Well-designed creative infusion enhances cultural development, sales, and ROI growth
- Sales, life enrichment team and other select colleagues creating an inspiring culture that is attractive to prospects and residents – staff feedback loops about marketplace dynamics
- The impact of creative infusion in sustaining and revitalizing a culture and sales growth

Workshop #3 – The Art of Attracting Oysters, Creating Pearls and Improving Timelines

- Leveraging and augmenting your existing ambassador programs with hybrid-volunteers
- The critical importance of the ‘likeability factor’ in ‘peer-to-peer’ connections
- Team monitoring of prospect’s decision-making timelines to reset adjusted decision dates

Workshop #4 – Pre-implementation Q&A Zoom for Staff and Oysters

Workshop #5 – Post-implementation Q&A Zoom for Staff and Oysters

For more information about this innovative program to enrich your culture & sales programs please email Gary@Virtical.Live