



# Virticalogic

A newsletter for thinking + feeling people alike

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## SHOW & TELL – STOP, LOOK, & LISTEN BEFORE YOU LEAP!

You want to **show**. But *prospects* want to **tell** their story.

### B-4-U SHOW & TELL:

When I started in sales, the ED shadowed me the first weeks and shared these thoughts. “Gary,” she said, “I love your humor and energy as you show and tell our guests what a great place this is, but you need to curb your enthusiasm to tour immediately because sales in Senior Living is more than show and tell.”

### STOP.

As kids we learned to Stop, Look, and Listen to help us successfully cross the street. Likewise, when prospects arrive to visit us, we need to Stop, Look, and Listen to successfully make a sale. Stopping and minimizing interruptions and personal internal or external distractions during discovery by choosing a quiet, inviting space will set the stage for creating the path to earn a sale in a competitive marketplace.

### LOOK.

Seeing a prospect as a teacher to learn from during discovery enables us to know how a blend of their wants, interests, and needs will impact their decision-making. Prospects come to senior living communities for many reasons. Looking for important non-verbal cues such as body language, eye contact and facial expressions, we can gain insight into discovering their reasons.



See flyer for details.

### & LISTEN.

Our teachers, aka our prospects, need us to listen first before offering solutions. Listening with our eyes, ears, and intuition is the way to truly hear, feel, and understand each prospect’s story while taking notes and asking open-ended questions for additional information or clarification, acknowledges that we hear and value them.

Collaborative Coaching with Directors & Supervisors for Cultural Growth, Sales, Outreach Marketing & Networking to Elevate Marketplace Presence

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