



Virticalogic

A newsletter for thinking + feeling people alike

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The Sales Journey In Senior Living & Aging Services From Marketer to Listener, Learner to Knower, Sales to Holistic Healing

April is a time to grow new sales support with weekend managers and backups

A few years ago at a Richmond Rotary breakfast where I introduced our updated CCRC services, Bill, an acquaintance who along with his wife June and Schnauzer Charlie often visited friends at our community, approached me afterwards and asked to talk. His disheveled appearance that day told me something was wrong.

Listening as he shared his emotional story, I learned that his world had changed when June died suddenly 6 weeks earlier. June was no longer there to remind him to take his meds and help pull up his Ted hose or walk Charlie as Bill nursed a failing knee. And his son had gone back home to Houston. Bill, a retired university professor, wanted to move and leave the house, yet hold on to his hundreds of books and many plants. The rate for 2 BR/Den to accommodate his books, plants, Charlie and have a guest room was considerable and assisted services for Charlie, med reminders, and his Ted hose needs would only be available in the

Lodge and not at the cottage he wanted. To afford the entry-fee, he would have to sell his home. Emotions ran high and low with Bill but we were finally able to connect the dots. Both he and his son were relieved and Bill & Charlie lived there for 8 years.

The Sales Journey. As a marketer, you attract prospects by creating opportunities to exchange stories. As a listener, you identify wants, interests and needs with eyes, ears, and heart. As a learner, you seek understanding to connect the parts of the story to create solutions. As a knower, you adapt your products and services to the prospect's W.I.N.s and negotiate. Sales is the equitable exchange of valued resources between both parties.



See flyer for details.

Holistic Healing happens when you bring peace of mind with a process that restores wholeness and well-being, both emotionally and mentally, allowing prospects and families to find a sense of calm amidst their challenges in sorting out pressing matters, creating clarity, confidence, and a path forward that aligns with their well-being and aspirations.

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

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