



Virtical

A newsletter for thinking + feeling people alike

Written by Gary Solomonson, Virtical Founder and Nancy Goldman, Chair,
Thought-Leader Advisory Board, Serving Senior Living Communities

“April Showers Bring May Flowers”

Warm Welcomes Friday after 5 pm & Weekends will Bring Spring Sales.

Embrace the Art of Welcome, Courtesy Visits and Tours to Back Up Sales.

Rushing Out. Ashley bounded out of her office at 4:30 on Friday. Her sister was coming to town and they were going to look at assisted living for their mother. Coworkers had recommended 3 communities. She planned to quickly stop by and pick up brochures so they could make a weekend visiting plan at dinner.

Rushing In. 1st stop — receptionist handed her an information card to complete before she would give her a brochure and told her to call in the morning. 2nd stop — stood at a locked door for 5 minutes reading a sign, “Please Ring Bell”. She was finally greeted by an apologetic CNA who had been helping serve in the dining room because of a call off. The CNA graciously gave her a brochure, wrote down her email, said someone would contact her asap, handed her an energy bar and bottle of water for her drive home and

thanked her for stopping by. 3rd stop — Ashley walked in asking for a brochure. The receptionist said she was just locking up, handed her a business card and said to call Monday.

Dinner Planning. Based on her first impressions in the few minutes Ashley spent at each of the 3 communities, the 1st person felt cold and off-putting, and the 3rd was now off her list. She suggested starting with the 2nd one because of the honest, apologetic heartfelt welcome and the prompt follow-up. They had already emailed her with 2 times on Saturday and 1 on Sunday, assuring that they would be available to welcome, visit and tour. Ashley and her sister both felt a sense of caring and concern that attracted them.



See flyer for details.

See May's 25-Minute Special
Coaching for Weekend Coverage

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

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