

Selling During a Pandemic (And We are ALWAYS in a Pandemic!)

April 21, 2021

Live Virtual Training Workshop

www.LeadingAgeIowa.org/SellingDuringPandemic

This event is scheduled in a virtual, live-streaming webinar format. To meet the regulatory and education requirements, participants must stay for the entire event to receive credit. Sign-in and sign-out times, as well as attentiveness, will be verified before credit is issued. Contact [Amy Huisman](#) for details or questions.

PROGRAM DESCRIPTION

Join Michael Marlow for a deep-dive session into the critical role of selling in the senior living industry. Not marketing, but SELLING. Specifically, we will seek to change our behavior to adopt a “Selling to the Individual” model versus “Marketing to the Collective” model. This “Marketing to the Collective” model is the model that has been used in our industry for decades. The participant will learn to develop relationships of trust with both internal and external customers. In addition, effective communication skills will be discussed which again lead to trust-based relationships. Eight research-based, field-tested strategies will be discussed and practiced. Using actual case studies, real world senior living-based stories, and illustrative exercises, this presentation is designed to introduce the participant to a completely new way to approach selling in our wonderful industry!

If you attended Michael’s session at our 2020 Virtual Conference, you’re probably craving his expertise and experience as we move forward to meet the challenges of 2021 and beyond. You’ll have the opportunity to ask questions and participate in discussion. With the advantage of live virtual online training, you can bring in your team to hear the content. This is a program you do NOT want to miss!

- Identify and adopt atypical selling behaviors and skills to quickly establish relationships of trust with customers to grow occupancy and revenue. Attendees will accomplish this by understanding and adopting a “Selling to the Individual” mindset.
- Develop effective communication skills to apply to situations in participant’s professional and personal lives.
- Discuss eight strategies to operationalize this approach and culture to stand out in the Sea of Sameness that defines senior living and to ultimately serve more seniors.

INTENDED FOR

Sales Professionals, Marketing, Public Relations, CEO/Administrator, Site Leader and other interested staff.

PROGRAM AGENDA

Wednesday, April 21, 2021 12 - 4 p.m. CT

A 15-minute break will be scheduled during the session.

COMMENTS FROM MICHAEL’S VIRTUAL CONFERENCE SESSION

Attendees raved about Michael’s session that he did during the virtual conference this past September. Following are just some comments:

“Excellent presentation! Please have Michael present again!”

“Excellent presentation, best of the conference by far!”

“Very engaging speaker. Loved the story about his mother’s experience in finding a senior living home. He presented excellent selling strategies to grow the business.”

FACULTY

Michael Marlow, Sales Engagement Manager, Life Care Services, Des Moines

Michael Marlow has been involved in the senior living industry for more than 27 years, beginning his career with Hillhaven, and has served in various sales training and senior sales management roles with Vencor, Atria, and Brookdale. These roles have ranged from regional sales director to national vice president of sales. He is also a nationally published author and frequent national and international lecturer in many areas such as LeadingAge sessions, state ALFA affiliates, national health care conferences, and at the University of Louisville schools of Nursing and Dentistry. Marlow is also the author of an ALFA Best of the Best award winning sales training program in 2012. He is a proud graduate of the University of Kentucky and lives in Louisville, KY. He is married with two grown children: Bradley, a physical therapy assistant at Beacon Orthopedic Erlanger, KY, and Jill, an occupational therapist at Skyline Medical Center in Nashville, TN.

CONTINUING EDUCATION CREDIT

Nursing Home Administrators – 3.75 contact hours. This program is intended to meet the criteria established by the Iowa Board of Examiners for Nursing Home Administrators. You must attend the entire program to receive credit. No partial credit allowed. If audited, you will be asked to provide your certificate of attendance and program material. Retain certificate for four years.

Iowa Board of Nursing Provider #67 - 3.75 contact hours. Providership regulations do not allow for partial credit to be given for any portion of this program. You must attend the entire program to receive credit. Retain certificate for four years.

Assisted Living Leadership Recertification – 3.75 contact hours. You must attend the entire program to receive credit.

For other long-term support and service provider professional not listed above: Most licensure boards, credentialing agencies, and professional organizations have processes that allow individuals to earn a certain number of CEUs for non-preapproved programs and/or to accommodate self-submission for approval of continuing education hours after the event takes place with proper documentation from the program sponsors. Most also require information objectives, date/time of presentation, agendas, faculty bios, and number of hours earned. If you require information for this purpose, please contact Amy Huisman in advance for assistance.

REGISTRATION INFORMATION

Register at www.LeadingAgeIowa.org/SellingDuringPandemic. Fees are per connection at a facility. Registration instructions and handout materials will be sent to the contact person on the registration prior to the program.

LeadingAge Iowa Member	\$135
Prospective Member Rate	\$250

Registration fee includes electronic handout, one connection to the live workshop, and instructions for receiving CE credit/attendance certificate. A recording of this workshop is NOT included in the registration fee.

LeadingAge Iowa virtual events deliver value to you with:

- No travel cost and time out of the building.
- No limit to the number of staff who can participate LIVE and receive CE credit - using one connection per registration.

REFUND POLICY

The online registration deadline is April 16, 2021. No-shows will be billed. No refunds for failure to log-in at the time of the event. Substitutions welcome anytime via email. All cancellation and substitution requests must be emailed to Amy Huisman (ahuisman@LeadingAgeIowa.org). A full refund will be given to all cancellations received 10 or more business days prior to the workshop. A \$50 administrative fee will be charged to all cancellations received six to nine business days prior to the workshop. No refunds will be given to cancellations received five or fewer business days prior to the workshop. Refunds will be calculated by the date received and the LeadingAge Iowa business days remaining prior to the workshop. LeadingAge Iowa reserves the right to cancel the program due to insufficient enrollment in which case pre-registered participants will be notified and full refunds provided.

UPCOMING EDUCATION

May 4-6

Virtual Conference