



Growth and Sales Virtual Boot Camp

“Serve More People and Grow”

September 22-23, 2020

Tuesday, September 22, 2020

9:30 – 9:40 a.m.	Introductions, check-in, review agenda
9:40 – 10:00 a.m.	Starting with the end in mine <ul style="list-style-type: none">• How to develop and work a Quarterly Growth Plan.<ul style="list-style-type: none">○ SWOT○ Understanding your customer and consumers○ Being laser focus, not a shoot gun○ You are the “CEO of your Territory”
10:00 – 10:30 a.m.	“Creating A Culture of Growth”, how it happens and where does it come from in the real world. <ul style="list-style-type: none">• Understanding referral and consumer behaviors• CMS study on the framework of how and when a referral occurs.• Therefore, what the job is and what it is not!• Time killers
10:30 – 11:30 a.m.	The Sales Process <ul style="list-style-type: none">• Exploring your Why: the first major step in the sales and differentiation process.<ul style="list-style-type: none">○ 7-steps Process○ The cold call○ Qualifying the account○ The value propositions○ Asking for a referral○ Delivering value○ Weeding the garden• Account Management<ul style="list-style-type: none">○ Managing existing accounts○ Prospecting new account/business
11:30 - 11:40 a.m.	10 minute break

11:40 - 12:00 p.m.

Why these nine key referral segments. (Hospitals, Skilled Nursing Facilities, Assisted and Independent Living Communities, Physicians, Disease Organizations, Skilled Home Care, Personal Care, Rehabilitation Programs)

- Understanding the Value Proposition
- How to apply the Value Proposition to each referral segment.

12:00 – 1:45 p.m.

Growing Your Hospital Admissions

- Understanding the “mini-city of a hospital”
- Knowing your hospital and its “pain-pleasure points”
- COVID-19 approach
- The 25-Customer Groups in a hospital.
- The Value Propositions
- The 11-tactic “Hospital Tool Kit”

1:45 – 2:00 p.m.

How to apply what we learned today to your Quarterly Growth Plan

2:00 – 2:05 p.m.

Recap, questions, preview for Wednesday, Sept. 23

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Wednesday, September 23, 2020

9:30 – 9:45 a.m.

Check-in – thoughts, questions, and revelations from Day 1

9:45 – 10:15 a.m.

The referral inquiry to admissions process: A salesperson “best account”

Growing Your Senior Living Community Admissions (Skilled, Assisted Living and Rehab Centers.)

10:15 – 11:00 a.m.

- Understanding your customer.
- Knowing pain-pleasure points
- COVID-19 approach
- The Value Proposition.
- Our differentiators
- “Barrier Busting” and “Closing the Deal”-tool, techniques, and approaches.

11:00 – 11:40 a.m.

Growing Your Personal Care Home Health Company and Skilled Home Care Admissions.

- Understanding your customer.
- What is a Personal Care Home Health Company?
- Knowing pain-pleasure points
- The Value Proposition.
- Our differentiators

	<ul style="list-style-type: none"> • “Barrier Busting” and “Closing the Deal”-tool, techniques, and approaches.
11:40 – 11:50 a.m.	10 minute break
	Growing Your Physician Admissions
11:50 – 12:30 p.m.	<ul style="list-style-type: none"> • The best way to work a physician’s office. • The Value Proposition. • COVID-19 approach • Our differentiators • “Barrier Busting” and “Closing the Deal”-tool, techniques, and approaches.
12:30 – 1:00 p.m.	Putting it all together: Developing A Quarterly Growth Plan
1:00 – 1:15 p.m.	Recap, questions Adjourn