



**Mr. Dobner's ability to provide you with exceptional value is the result of the following:**

- 5 years as Senior Account Manager/Consultant with Wilson Learning Corporation.
- 5 years as the National Director of Sales Training and Technology for Marriott Senior Living Services (MSLS)
- 3 years Principal Consultant - Center for Applied Sales Research
- Designed and implemented customized sales, sales management and selection programs for MSLS, Forum, Hearthside, Village Oaks, and Kisco Senior Living.
- Certified facilitator of WLC Sales, and Sales Management courses.
- Recognized for excellence in speaking and communication skills by Toastmasters International and the International Platform Association.
- Personal family experience with both mother and father in assisted living and nursing-care facilities.

### **1.0 Sales Performance Evaluations (SPE)**

All of these SPE's can be conducted as either an announced or "mystery-shop" visit by Ned Dobner as a potential adult-child customer; based upon a customized interaction of an adult-child scenario of your choosing.

#### **1.1 Sales Performance Evaluation:**

- Individual - Evaluation of a particular sales associate based up specifically designed interaction with an adult-child scenario of your choosing.
- Team - Evaluation of all those who have a role in the sales interaction with a prospective adult-child customer.
- Community - Evaluation of the entire point-of-view of the potential adult-child customer including curb appeal, overall maintenance, food service, resident perspectives and departmental interactions in the sales process.

#### **1.2 Sales Process Evaluation:**

- Sales process steps are specifically identified. Create multiple-branching opportunities to demonstrate the desired process, skill or inter-department interaction by the salesperson.

#### **1.3 Community Department Sales Process Evaluation:**

- Department Head involvement with the sales process.
- Identification of their role in caring for the adult-child parent.
- If they say it - the customer believes it. If sales says it - they doubt it!

### **2.0 Sales Evaluation Deliverables**

#### **2.1 Sales Evaluation - SWOT**

- Provides a S.W.O.T. analysis. (Strengths - Weaknesses - Opportunities - Threats) for the individual sales associate, sales manager, department manager, team or community.

#### **2.2 Sales Evaluation - Key Sales Behaviors**

- Provides a rating of observed sales behavior based upon pre-determined behaviorally-anchored sales performance metrics.

#### **2.3 Comparative Sales Market Evaluation**

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- Competitive evaluation including other communities in a specific market, using the same sales scenarios with each one. Includes comparative gap analysis.

## **3.0 Sales Process Coaching – Supporting the Sales Process**

### **3.1 Sales Process Coaching - Sales Person:**

- Begins with preparation prior to interaction with the scheduled or walk-in appointment to reinforce desired high-performance techniques. Observe the interaction with the prospective customer - and provide immediate feedback and coaching.

### **3.2 Sales Process Coaching - Sales Manager:**

- Same as above - only with the sales manager - their role in working with their sales person to provide a high-quality sales interaction. This provides coaching-the-coach opportunities.

## **4.0 Sales Training - The "Sales Excellence Learning System"(SELS)**

SELS is a comprehensive Four Phase approach to Senior Living Sales and Sales Management comprehension, competence and certification. This program has been designed specifically for the senior living sales person, sales manager, executive director and department manager's successful demonstration of proven sales methods. It can be tailored to include community and organization-specific information. The four phases and their corresponding five parts are listed below.

### **4.1 Phase One - Sales Leadership Self-Study Program**

- \* Part One - *Introduction and Overview of Phase One -- SELS Map Overview*
- \* Part Two - *The Aging Population*
- \* Part Three - *The Senior Housing Industry*
- \* Part Four - *Who is (your company (XYZ) Senior Living?*
- \* Part Five - *Preparing to Sell (your company)*

### **4.2 Phase Two - Sales Leadership Orientation**

- \* Part One • *Welcome to XYZ Senior Living -- SELS Map Overview*
- \* Part Two • *XYZ Sales Process*
- \* Part Three - *XYZ Sales Techniques*
- \* Part Four • *Who is (your company) Senior Living?*
- \* Part Five • *Preparing to Sell (your company)*

### **4.3 Phase Three - Sales Leadership -- XYZ Community Onsite Observation**

- \* Part One • *Introduction and Overview of Phase Three -- SELS Map Overview*
- \* Part Two • *Operations Observations and Activities I*
- \* Part Three - *Operations Observations and Activities II*
- \* Part Four • *Sales and Marketing Observations and Activities I*
- \* Part Five • *Sales and Marketing Observations and Activities I*

### **4.4 Phase Four - Application of Sales Leadership Practices and Certification**

- \* Part One - *Introduction and Overview of Phase Four -- SELS Map Overview*

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- \* Part Two -Key Concept Review - Individual Pre-Study
- \* Part Three - *Sales Marketing Director --- Demonstration of Key Sales Processes*
- \* Part Four - *Executive Director - Demonstration of Key Sales Practices*
- \* Part Five - *Guidelines for Feedback and Certification*

## **5.0 Behavioral Interviewing -- A Behaviorally - Based Approach to More Successful Hiring**

- *5.1 Identify and rate those key sales behaviors* that drive sales success. Ask the questions that create an opportunity to listen for the sales specific behaviors from previous similar situations. Compare your notes to behaviorally-anchored statements allowing you to assign a numerical rating, comparing all candidates to the same standard of required sales performance. Multiple interviews improve the process and accuracy. Discuss and diminish interview rating bias.
- *5.2 Train Hiring Managers* in the necessary skills to successfully implement the behaviorally-based interview approach.
- *5.3 Coach Hiring Managers* in the necessary skills to successfully implement the behaviorally-based interview approach. Actively participate with real-time phone and face-to-face interviews with subsequent coaching for improvement.

## **6.0 Sales Conferences -- Improving, Refining Sales and Sales Management Skills**

- *6.1 Keynote Address* - Incorporating key aspects of sales and sales management success along with a compassionate approach to senior care.
- *6.2 Conference Design* - providing a tailored approach to maximizing a balance of Learning, Celebration and Recognition.
- *6.3 Master-Facilitator* for small or large group sessions, panels

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