

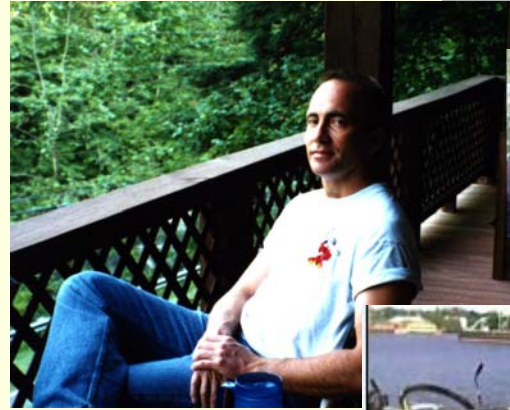


Telephone Technique Training



Who is this Guy?

- Where is he from?
- Why should we believe him?
- Will there be breaks?
- When is lunch?
- Will this hurt?



Introduction-Interview

- Their Name, Community, time with ____, Time in Senior Living
- Their Middle Name and why they have it.
- Strangest food they have ever eaten?
- How was it? – would you eat it again?

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Phase II

- Telephone Technique Training - Full Day
 - Introduction – Importance – Sales Leadership 8:30-8:45
 - Introduction – Overview of Day, Expectations, Background, Inspiration – Ned 8:45-9:00
 - Review the essential components of effective phone follow-up with group participation - Ned 9:00-9:30
 - Effective use of REPS notes, Prime Calling time, Calling Calendar, Headset usage, Effective Phone Attitude
 - Interactive demonstration sessions – Prepared participants (or Video/DVD examples)
 - Introduce the use of tailored “Next-Step Actions” drawing on the list of “Potential Next-Step Actions” 9:30-9:40
 - Demonstrate the preparation/actual calling of a Hot Prospect 9:45 – 10:00
 - Demonstrate preparation/ actual calling of information inquiries and warm leads 10:00 – 10:15
 - Break 10:15 – 10:30
 - Active practice of key concepts with practice examples (Hot leads, initial inquiries, warm leads)
 - Work in triads with SMD, customer and Observer 10:30-11:15
 - Debrief 11:15 – 11:30
 - Work in triads with SMD, Customer and Observer 11:30 – 12:15
 - Debrief 12:15 – 12:30
 - Lunch 12:30 – 1:30
 - Commitment to action – improvement
 - Work on real customer opportunities that they brought with them (Real Hot and Warm leads – each person brings 3)
 - Real customer opportunities– in Triads 1:30 – 2:15
 - Debrief 2:15 – 2:30
 - Customer Call in Triads – 2:30 – 3:15
 - Debrief 3:15 – 3:30
 - Break 3:30 – 3:45
 - Strategies for leaving more effective messages 3:45 – 4:00
 - Review and add-adjust list of “Potential Next-Step Actions” to be community-specific 4:00-4:15
 - Group share – debrief 4:15 – 4:30
 - What gets in the way Problems and Solutions Discussion 4:30 – 4:45
 - Individual work/discussion on what gets in the way problems – solutions in community groups 4:45 – 5:00
 - Review – Motivation and Closing
 - Review of concepts – key points and motivation - Ned 5:00 – 5:20
 - Closing comments – 5:00 – 5:30

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- Effective use of SFA notes
- Prime Calling Time
- Calling Calendar
- Headset usage
- Effective Phone Attitude

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Triad Phone Work

- **1 – Initial Inquiry – Use Scripted approach** – each cycle has 15 minutes. 3 min prep – 7 minute conversation – 5 minute debrief
- Debrief – Observer:
 - Asks salesperson: What went well?
 - Observer : Here's what I observed/heard you do well
 - Customer: Here's what I observed/heard you do well
 - Asks salesperson: What could you have done better/differently
 - Observer: Here's what I observed/heard you could have done better/differently
 - Customer: Here's what I observed/heard you could have done better/differently

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Triad Phone Work - 2

- **2 – Hot Lead** The adult child likes the community – but it has proven difficult to get mom and his sister to visit the community and make a decision – each cycle has 15 minutes. 3 min prep – 7 minute conversation – 5 minute debrief
- Debrief – Observer:
 - Asks salesperson: What went well?
 - Observer : Here's what I observed/heard you do well
 - Customer: Here's what I observed/heard you do well
 - Asks salesperson: What could you have done better/differently
 - Observer: Here's what I observed/heard you could have done better/differently
 - Customer: Here's what I observed/heard you could have done better/differently

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Creative Closing Strategies



- Closing packages – Using incentives to your best advantage
- Tailored to that person’s situation and satisfiers
- Stuff/Services better than \$ discounts
- What can you create with a month’s rent?
 - Moving Credit with senior moving company
 - Catering Menu – food credit – in-house- or outside – for entertaining (*House-warming event for 12 friends*)
 - Basic cable or phone service for 12 months
 - Painting house to get it sold
 - Airline ticket to bring Mom in for tour
 - Sporting event tickets for big fans
 - Hosting a special family event
 - Getting their Christmas Decorations up
 - Hosting an event for their favorite charity

Wisconsin Gothic



Ready for Launch???



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Creative Phone Messages



- Unless this is an initial call to confirm you are responding – do not leave message until xxxxxx
- Tailored to that person's xxxxxx
- Are there particular events xxxxxxxx?
- Offer a time to pick up a senior for a specific event
- Explain that you have tried them a number of time unsuccessfully
xxxxxxxxxxxxxxxxxxxx
- Tell them the next time you will be calling them – and xxxxxxxxxx

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Concept Review – What will you keep and use from today's Training?

- Flip chart – colorful group work
- Use symbols – no letters or numbers
- Should tell a story
- Be creative
- Be memorable