



*Chicken Little
Was an Optimist
Marketing in Difficult
Times*

*Presented by
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Today's Presentation

- *Challenges*
- *Successful "Systems"*
- *Marketing*
 - *Leverage Employees*
 - *Educate the Community*
 - *Testimonials*



Historical View of Management



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Today's Reality



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Background

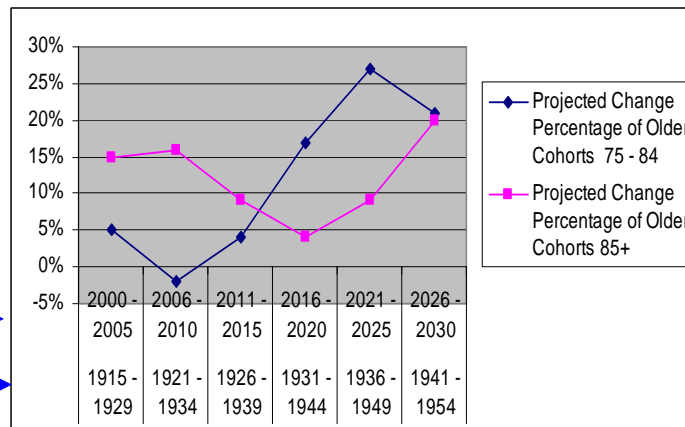
- Challenges in the industry & markets
 - Occupancy
 - Demographics & Demand
 - Competition
 - More Choices - Congregate, HHA, HHC, HCBS
 - AARP – Your Home Is Simply The Best!
 - And it's worth less today than yesterday!
 - Economy – Medicaid Cutbacks
 - Turnover of sales & marketing staff

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Demographics & Demand

Year →
Birth Year →



Source: Adapted from US Census Bureau, Current Population Reports, 1996

Successful Sales Systems

■ Sales Systems - Review

- *Who Is Selling?*
 - Sales activities for everyone!
 - Recruitment / selection of staff
- *Who Succeeds At Sales?*
 - Optimists v. Realists
- *Role Alignment & Task Clarity*
 - Is everyone singing the same tune?

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Sales System

- *Task Clarity is Critical to Sales Success*
 - Everyone is clear about what they're supposed to be doing
- *Role Alignment is Predictive of Success*
 - Marketing, sales and the entire team (**yes, operations too!**) accepts responsibility for Sales, as well as Customer, Consumer & Employee loyalty!

Employees as Critical Market Channel

- **Employees As Competitive Advantage**
 - Loyal Employees → Loyal Customers
 - Word of Mouth Marketing → ↑ Referrals
 - Loyal Employees → Recruitment Magnet
- **Employees As Operational Advantage**
 - ↑ Loyalty → ↓ Recruitment Costs
 - ↑ Loyalty → ↓ Agency Costs
 - ↑ Loyalty → ↓ Management Costs

Who Succeeds at Sales?



Some folks just aren't cut out for sales.

Marketing vis-à-vis Sales

- *Marketing Is Intellectual*

- *Sales Is Behavioral*
 - *Sales is a Full Contact Sport!*

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Clear about Sales & Marketing

- *Marketers are seldom good sales persons*
 - *They're too realistic!*
 - *Who never gives up?*
- *Good marketers are sometimes good sales persons*
 - *Schizophrenia is fun!*
- *Good sales persons may never be good marketers*
 - *Do you want the report on time, or the referral?*
- *Don't agonize.. These are the choices*

Leveraging Employees

1. Create a Referral Work Group

- *Not a committee!*
- *Five (#5) cross functional members*
- *Give them measurable goals*
 - *X Referrals / month by ___ / ___ / ___*
- *Don't meddle*

Leveraging Employees

- *Groups go through stages*
 - *Forming*
 - *Norming*
 - *Storming*
 - *Performing*
- *Set the Goals but Don't Meddle*

Educate the Community

- *Bring the community in*
 - *Health and wellness*
 - *Death and Dying*
 - *Psycho-Social Issues*
 - *Inter-Generational Conversations*
 - *Is dad still driving?*
 - *Concern - Alzheimer's & related disorders*

Educate the Community

- *Get your knowledge out there*
 - *By-Lines in local papers*
 - *Interviews with newspapers*
 - *Radio and cable TV*
- *List of local media*
 - *Contact them*
 - *Don't wait for them to contact you*

Testimonials

- *Loyalty – More valuable than satisfaction*
- *Measure of Loyalty?*
 - *Willingness to recommend*
 - *Recommendations = Referrals!*
- *Securing testimonials is excellent measure of attitudinal loyalty*

Conclusion

- *Successful “Systems” → Everyone*
- *Sales success → task clarity*
- *Marketing → Employee Referrals*
- *Marketing → Community Education*
- *Marketing → Testimonials*

(Cheap Subliminal Suggestion)



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Chicken Little – The Optimist!



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