



# Sherpa Sales Seminar

London

April 2, 2020



## Selling Senior Living Isn't Easy

Most prospects are simply “not ready.” Closing ratios across the UK are, at best, disappointing and, at worst, seriously impacting the bottom line.

For more than 20 years, our founders have continued to develop and refine a **Prospect-Centered Selling®** approach that produces both significantly higher closing ratios and a high average number of leases per month. This seminar will inspire participants to adopt this sales approach, developed through years of experience in senior living sales.

Participants will gain valuable tools and strategies to:

- Build an effective sales culture
- Increase occupancy
- Decrease marketing spend
- Motivate sales teams

[Click here to register](#)



## Who Should Attend

Operations, marketing and sales leaders in the sector.

# Syllabus

Modules are a combination of reflective listening, didactic lectures, and audio-visuals featuring actual Prospect interactions.

## MODULE 1

### Changing Your Sales Paradigm

- What makes senior housing sales unique
- Sources of Prospect resistance with examples
- Transactional selling vs. Prospect-Centered Selling®
- Vital behaviors and measuring success

## MODULE 2

### Discovery and Asking Better Questions

- Discovering multiple aspects of a person
- National mystery shop study results
- Intention of Discovery: for the Prospect and for the Counselor
- Importance of journaling what happened and what we learned
- Key factors that block meaningful Discovery

## MODULE 3

### Planning Advances Using Stages of Change

- Understanding the importance of Advances
- Sales pipeline model using Stages of Change
- Guidelines for helping Prospects Advance
- Importance of Planning and Personalized Creative Follow-up

## MODULE 4

### Illustration of Prospect Planning Process

- Conducting deliberate and focused planning
- Impact of Planning and Creative Follow-up
- Building and using a Prospect case study format



# Your Coaches



## Alex Fisher

Alex's sophisticated aesthetic, intuition and years of hands-on sales experience at turnaround and new project fill-ups combine to ensure Sherpa is equal parts art and science. An expert on the "why" of senior housing sales, Alex developed the original design and functional specifications for Sherpa out of a desire to measure empathy and to promote connection in senior housing sales relationships.

Years later, and in addition to her other interests as Principal at One On One and as co-owner of three senior living communities in the Midwest, Alex still reads prospect profiles for inspiration. She is driven to continue improving Sherpa for its client partners and the prospects they serve.

Additionally, Alex remains a significant contributor to the theories and practices that form the core of Prospect-Centered Selling®, including background research, classroom and e-learning course development.

But more than presentations, trainings and industry recognition, Alex remains faithfully focused on better understanding the key ideas and concepts behind the software. Improved sales results are the by-product of the efforts she leads to promote genuine, human connection through the use of Sherpa.



## David Smith

David is a student – of work, of people, and of life. In perpetual motion, he has reinvented himself several times in his life. After graduating from the prestigious Washington University School of Law, he practiced for ten years before moving into the senior housing industry where he acted as co-owner, developer and manager of The Gatesworth at One McKnight Place and Parc Provence Memory Care. Both communities have been nationally recognized for innovation and quality services.

Following a successful fill-up at those properties, David founded a consulting business called One On One with partner Alex Fisher to provide marketing and sales assessments, training and coaching to the senior housing industry. Along the way, he was recognized as the Lead Instructor at the Erickson School for Aging Sales & Marketing Programs and built an outstanding reputation as an industry thought leader.

In 2014, David pivoted again, joining Alex to bring the theory and science of Prospect-Centered Sales® to life in Sherpa. His life's work is to help older adults navigate the emotional obstacles associated with making a move in a respectful, compassionate way. He loves spending time in the sales office and ensures Sherpa stays fresh, current and focused on meeting the needs of our prospects first.