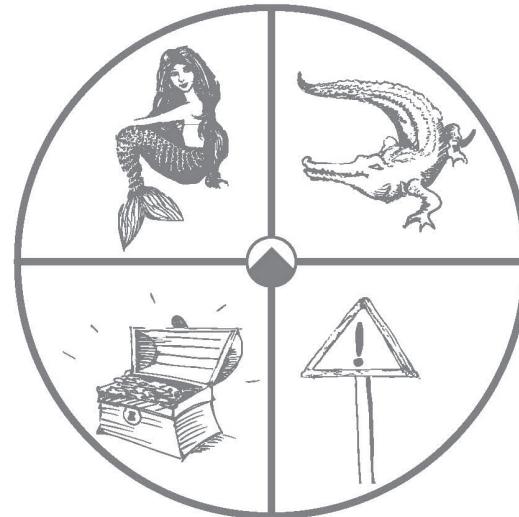


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sMART|grid



A TOOL TO NAVIGATE READINESS FOR SENIOR HOUSING

THE sMART Grid

Use the sMART Grid to help assess your prospects readiness for change (Denial, Thinking, Planning, Action). Once you determine the Stage of Readiness you will be better prepared to strategically follow up.

1. Build trust

Use the sMART Grid as a questioning guide during an initial inquiry, or if you need to reconnect with a prospect you have not spoken with in a while. Focus on the **Pro-Stay** quadrant first, ask questions relating to what their life is like now, who they are and used to be, what they love most about their home, etc. The prospect may start sharing with you the problems they are experiencing because they will not feel that they are being “sold”. Don’t be tempted to offer solutions when they tell you about their problems! A prospect is typically not looking for advice; they are looking for someone to listen so that they can explore solutions in their own mind.

2. Assess Stage of Readiness for Change

The sMART Grid can help determine what Stage of Readiness a prospect is in. Here is how you do it: Look through your Sales Notes and review statements they made to you. Then see where most of these statements fall in the Grid, and you will be able to know where they are in their Readiness for change. People move back and forth between stages, and they also start at inquiry in different places. Better safe than sorry: if you are still not sure, guess an earlier stage. The prospect will tell you if they are further along!

By utilizing questions feel unnatural and stilted. And worse yet, a prospect can sense they are being manipulated. So, instead of a series of questions that have to do with “trying to get them in,” the Grid can help start conversations and guide our questioning toward subjects that are relevant and important to the prospects’ decision making.

3. Effective Questioning

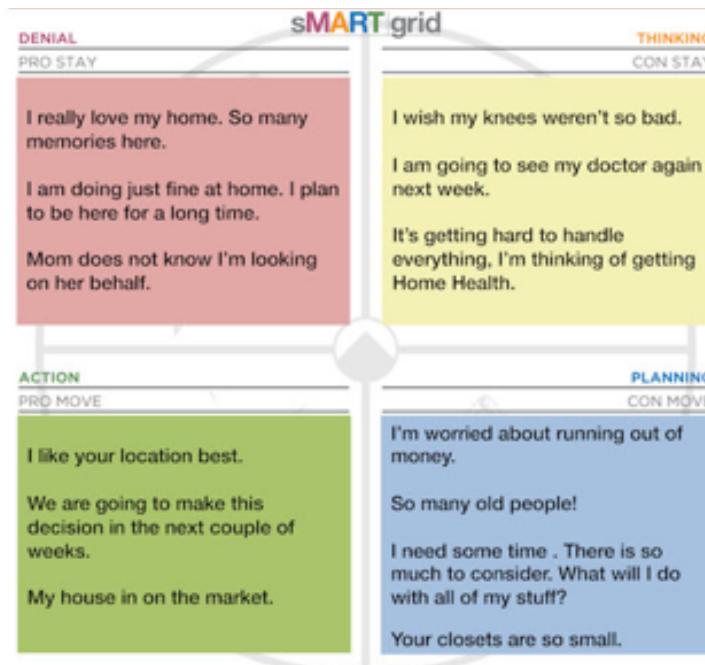
The questioning sequence goes this way:

- Start in the Pro-Stay quadrant (“It sounds like your home is wonderful, why would you even consider giving all that up?”). A prospect will naturally feel validated and understood! Honor their life and identity!
- Then we move to the Con-Stay quadrant (“It sounds like you are having some difficulties at home, tell me more about that... could you solve these problems without having to leave your home?”)
- At this point, you will notice that the conversation will flow into the Con-Move quadrant (“Should you decide to leave your home, what would concern you the most?”). Here you can explore all the objections, ones that are usually emotional in nature. Refrain from offering solutions or minimize the fears (“Don’t worry about it, we will help you with that!”). Keep in mind that emotional fears need to be validated, not dismissed!

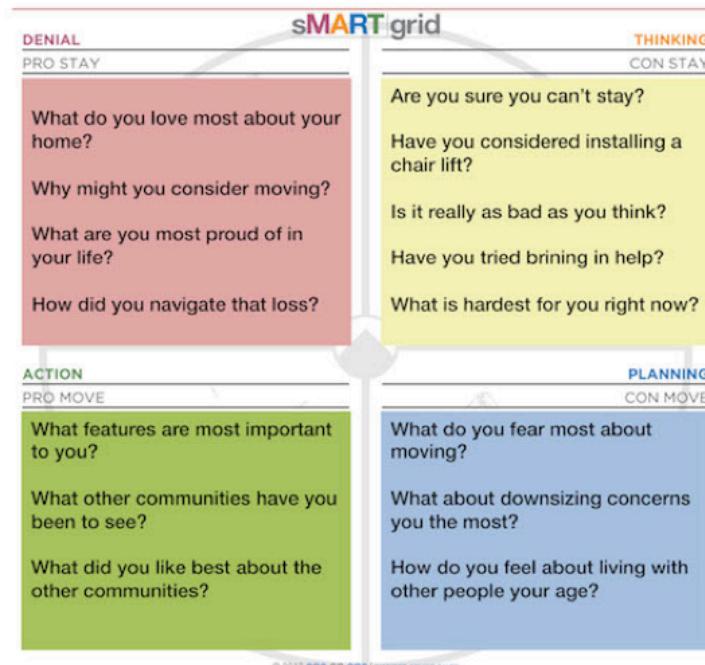
- Now, at some point, the prospect will ask about your community, since you have not done a “data-dump.” This is now the Pro-move quadrant. Now you have the choice to ask questions based on what the prospects told you they would like to know (“So, it sounds like price is a big consideration for you, is that right?” or “It sounds like food is really important to you, would you like to speak to our chef?”) and dig deeper to personalize the benefits of your community to fit the prospect.

You may not move through the whole sequence in one conversation, let it naturally flow, and always keep listening for what the prospect wants to talk about! Be authentic and let them be in control.

What a prospect might say...



Questions you may ask...



DENIAL

That which if I move, I will lose.

"I love my home. I am never leaving."

KEY QUESTIONS:

- What do you love most about your home?
- What are you most proud of in your life?
- Why might you consider moving?



THINKING

Aware of problems that make it difficult to stay home.

"I wish they would just go away."

KEY QUESTIONS:

- Are you sure you can't stay?
- Have you considered installing a chair lift?
- Is it really as bad as you think?



PLANNING

Fearing the risks and difficulties of moving.

"What would I do with all of my stuff?"

KEY QUESTIONS:

- What do you fear most about moving?
- What about downsizing concerns you the most?
- How do you feel about living with other people your age?



ACTION

Ready for the benefits of services and amenities.

"I am ready to choose a community."

KEY QUESTIONS:

- What features are most important to you?
- What did you like best about the community?
- Where else are you looking?



DENIAL

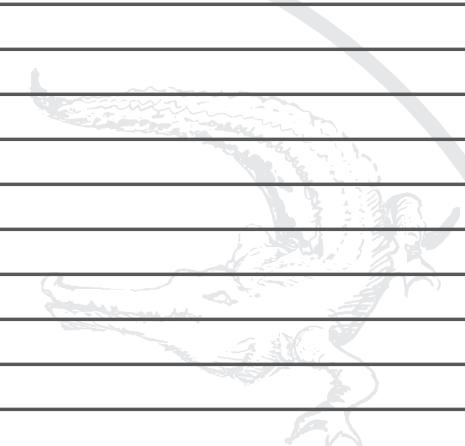
PRO STAY



sMART grid

THINKING

CON STAY



ACTION

PRO MOVE



PLANNING

CON MOVE

