



*Sales Excellence Leadership System*

**Executive Summary**

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**TABLE OF CONTENTS**

# Sales Excellence Leadership System – (SELS)

## Executive Summary

**SELS is a very comprehensive Four Phase sales and sales management system** that includes an initial *Phase I Self-Study Program* to assist with positive "on-boarding" of new hires as well as those new to the business. This bridges the time and availability-gap that sometimes works against getting new hires predictably "up to speed" in their new role. There is the use of a **"Learning Coach"** as well as exercise completions and knowledge checks to ensure active, accurate and engaged learning of key company information is completed.

**The Welcome - Understand - Introduce - Connect - Complete (WUICC)** sales process is industry- specific and proven to convert prospects into customers. **It is complemented by specific sales tools such as:** The "T" note-taking page," SWOT Analysis, Sales Activity Planning Worksheet, Calling Calendar, Hot Prospect Discussion Format, Weekly Sales Meeting Format and others to ensure successful consistency.

**In Phase II there is a well - scripted Three Day sales and sales-management training** for salespeople and General Managers or Executive Directors that features time together, separate training and specific training with the salespeople culminating in their being video-taped conducting an effective sales presentation.

**Phase III provides for a structured approach to learning and shadowing every department** in the community. This structure improves the process for both the department manager as well as the New Hire.

**Phase IV - Certification is a key differentiator and one that speaks loudly to the concept of "Accountability."** This requires GMs (or EDs) and salespeople to demonstrate for their "Certification Coach" their ability to capably perform key job-specific activities. There is a detailed evaluation tool to discretely score their performance against specific behaviorally-based criteria.

Due to the use of a "Learning Coach" along with completion exercises, knowledge-checks, video-taping and in-community Certification, you will not be surprised by poor sales or sales management performance. This program contains the knowledge and tools to engage salespeople and other community managers effectively in a proven sales process. It ensures that you have a consistent methodology to develop a high-performance sales organization. Because the SELS program represents thousands upon thousands of hours of research and practical application, it is a good way to jump-start the sales process infrastructure while at the same time retaining existing company-specific language and culture.

## The SELS Learning Map

The four phases of SELS and their key milestones are displayed on the “map” shown below. The map provides you with a snapshot of the overall program and the topics or skills you will experience in each phase. The following pages will provide you with more specific detail as to what is contained in the contents of each part of each phase.

<b>Phase 1: XYZ Senior Living – Sales Leadership Self-Study Program</b>				
<b>Part 1: Introduction</b>	<b>Part 2: The Aging Population</b>	Part 3: The Senior Housing Industry	Part 4: Who is XYZ Senior Living?	Part 5: Preparing to Sell at XYZ
<b>Phase 2: XYZ Senior Living HQ – Sales Leadership Orientation</b>				
Day1: Welcome to XYZ Senior Living – XYZ Sales Process	Day 2: XYZ Sales and Sales MGT Techniques	Day 3: Sales Skill Application		
<b>Phase 3: Sales Leadership – XYZ Community Onsite Observation</b>				
Part 1: Introduction	Part 2: Operations Observations and Activities I	Part 3: Operations Observations and Activities II	Part 4: Sales & Marketing Observations and Activities 1	Part 5: Sales & Marketing Observations and Activities 2
<b>Phase 4: Application of Sales Leadership Practices and Certification</b>				
Part 1: Introduction	Part 2: Key Concept Review – Indiv Pre-study	Part 3: SMD Demonstration of Key Sales Practices	Part 4 ED Demonstration of Key Sales Practices	Part 5: Guidelines for Feedback and Certification

# Table of Contents

## Phase 1: XYZ Senior Living – Sales Leadership Self-Study Program

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part One - Introduction</b>	Phase 1 Learning Objectives	2	2
	SELS Learning Map	3	3
	Structure of the Learning Opportunity Guides	4	4
<b>Part Two – The Aging Population</b>	Learning Activities	4	4
	Fact Sheet – Aging Trends and Issues	5	6
	Websites on Aging	8	8
	Fact Sheet: Who are our customers?	9	16
	Understanding Senior Statistics Exercise	17	17
	Adult Children	18	18
	Health Care providers	19	19
	Three customer examples and exercise	20	22
	XYZ Pursuit, Purpose and Principles	23	25
	Additional study resources	26	26
Knowledge check	26	28	
<b>Part Three – The Senior Housing Industry</b>	Learning Activities	4	4
	Fact Sheet: Senior Housing Options	5	6
	Websites on Senior Housing	7	7
	Fact Sheet: Long Term Care Financing	8	9
	Point/Counterpoint Activity	10	10
	Fact Sheet: Assisted Living Industry Overview	11	16
	Activity: Visiting a Competitor’s Assisted Living	18	19
	Knowledge Check	20	22

**Phase 1: XYZ Senior Living – Sales Leadership Self-Study Program**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part Four – Who is XYZ Senior Living</b>	XYZ Senior Living Pursuit, Purpose, Principles and Core Values	1	1
	Learning Activities	4	4
	History and Overview of XYZ Senior Living	5	7
	What is XYZ Senior Living?	8	15
	Fact Sheet: XYZ – A Different Kind of Senior Living Provider	15	21
	Making the Initial and Additional Assessments	22	24
	Activity Fact Sheet Questions	25	26
	Fact Sheet: Medication Management	27	28
	Fact Sheet: Overview of Dining Services	29	29
	Fact Sheet: Key XYZ Wellness Objectives	30	34
	Fact Sheet: Overview of Engineering Systems	35	37
	Preview: Training Community On-site Visit	38	39
	Knowledge Check	40	40

**Phase 1: XYZ Senior Living – Sales Leadership Self-Study Program**

<b>PART</b>	<b>KEY TOPIC</b>	<b>Starting Page</b>	<b>Ending Page</b>
<b>Part Five – Preparing to Sell at XYZ Senior Living</b>	Learning Objectives	2	2
	Fact Sheet: Overview of Sales and Marketing	5	14
	Reports	15	25
	XYZ Sales Leader Job Descriptions	26	31
	The XYZ Sales Process	32	33
	Key Customer-Focusing Questions	34	34
	XYZ Sales tools SWOT Analysis Sales and Marketing Planning Outreach Targets Monthly Events Sales Planning Pg Calling Calendar “T” Note Taking Pg Classify Leads Hot Prospect Pg	35	50
	Overview of Sales Process	51	51
	Knowledge Check	52	54

**Phase 2: XYZ Senior Living HQ – Sales Leadership Orientation**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Day One – Welcome to XYZ Senior Living</b>	Introduction	1	2
	Your Learning Coach	6	6
	Training Overview – Day One	8	9
<b>Day Two – XYZ Sales and Sales Mgmt Techniques</b>	Introduction	1	1
	Training Overview – Day Two	3	3
	Welcome	4	7
	Understand	8	12
	Introduce-Connect	13	18
	Complete	19	19
	WUICC Role Play Exercises	20	30
	Sample Discovery Follow-up Letter	31	31
	Telephone Appointment Setting Telephone Script	32	33
<b>Day Three – Sales Skill Application</b>	Introduction & Day 3 Learning Objectives	1	2
	Training Overview – Day Three	3	3
	Role – Play Evaluation Orientation	5	12
	Customer Detail Template Role Play Preparation	13	13
	WUICC Sales Process Guide Evaluation Forms	14	18
	SELS CFSG/WUICC Multiple Choice Knowledge Check	18	24
	SELS CFSG/WUICC Multiple Choice Knowledge Check – Answer Key	25	26
	SELS CFSG/WUICC Essay Questions	27	32
	SELS CFSG/WUICC Essay Questions – Answer Key	33	36
	“T” Note – Taking Page	38	38
	Weekly Sales Meeting Format	39	39
	Hot Prospect Discussion Format	40	41
	Participant Scoring Tally Summary Sheet	42	42
	Demonstration Day – Sign-Up Sheet	43	43

**Phase 3: Sales Leadership – XYZ Community Onsite Observation**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part One - Introduction</b>	Learning Objectives	2	2
	Your Learning Coach	5	5
	Learning Activity Planner and Calendar	6	8
<b>Part Two - Operations Observations and Activities I</b>	Introduction and Learning Objectives	1	2
	Learning Activities Planner	4	4
	Independent, Assisted Living and Memory Care Observations and Activities	5	6
	Observe Completion of Independent Living Move-In Paperwork	7	8
	Observe an initial assessment for a new Assisted Living Resident	9	12
	Observing Need for Assistance Changes	13	15
	Observe the Medication Assistance Process	16	18
	Shadow a Caregiver	19	21
	Memory Care	22	23
<b>Part Three - Operations Observations and Activities II</b>	Introduction and Learning Objectives	1	2
	Learning Activities Planner	4	4
	Community Operations Observations and Activities	5	6
	Observe the Dining Service	8	10
	Dining with Residents	11	12
	Observing Resident Activities	13	16
	Shadow the Director of Environmental Services	17	19
	Clean a senior living apartment	20	21

**Phase 3: Sales Leadership – XYZ Community Onsite Observation**

<b>PART</b>	<b>KEY TOPIC</b>	<b>Starting Page</b>	<b>Ending Page</b>
<b>Part Four - Sales and Marketing Observations and Activities 1</b>	Introduction and Learning Objectives	1	2
	Learning Activities Planner	4	4
	Sales and Marketing Observations and Activities Overview	5	6
	Attend Community “Stand Up” Meeting	7	9
	Observe the Receptionist and Front Desk Operations	10	13
	Observe Sales-related Telephone Calls	14	25
	Entering Sales-related Information	26	28
	Understanding the XYZ Annual and Quarterly Sales and Marketing Plan	29	31
	Understanding the XYZ Sales Planning Worksheet and Calling Calendar	32	39
<b>Part Five - Sales and Marketing Observations and Activities 2</b>	Introduction and Learning Objectives	1	2
	Learning Activities Planner	4	4
	Sales and Marketing Observations and Activities Overview	5	6
	Observe usage of the XYZ Community Sales Readiness Checklist	7	12
	Preparing for an Appointment	13	17
	Observe a Customer Appointment (Including “T” Note-taking Page)	18	21
	Observe a Presentation of the Community	22	24
	Observe the Handling of Objections	25	27

**Phase 4: Application of Sales Leadership Practices and Certification**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part One - Introduction</b>	Introduction and Learning Objectives	1	2
	Structure of the XYZ SELS Sales Leader Certification Process	4	4
<b>Part Two – Key Concept Review – Individual Pre-Study</b>	Introduction	2	2
	Sales Leader Certification Preparation	3	3
	SELS Learning Map	4	4

**Phase 4: Application of Sales Leadership Practices and Certification**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part Three: DOM Demonstration of Key Sales Practices</b>	Introduction	2	2
	Learning Objectives	3	3
	Learning Activities Planner & Sales and Marketing Activities Overview	5	7
	Demonstrate the XYZ Community Sales Process with a real customer while the Certification Learning Coach observes you interacting with the prospective customer (Including usage of the CLC Performance Rating Checklist)	8	15
	Demonstrate how to respond to phone requests for information about your community	16	19
	Demonstrate How to Make Effective Follow-up Calls to Prospective Customers	20	22
	Demonstrate how to use essential computer programs including email, MS Word, PowerPoint and REPS and to manage sales activity and prospect lead information	23	25
	Hot Prospect Sales Strategy Discussion	26	29
	Using the XYZ Sales Planning Worksheet	30	33
	Using the XYZ Quarterly Sales and Marketing Plan	34	35
Using the XYZ Calling Calendar	36	37	

**Phase 4: Application of Sales Leadership Practices and Certification**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part Four: ED Demonstration of Key Sales Practices</b>	Introduction	2	2
	Learning Objectives	3	3
	Learning Activities Planner Overview	5	7
	Demonstrate the XYZ Sales Process (MOD) (Including usage of the CLC Performance Rating Checklist)	8	12
	Demonstrate Receptionist Response to phone-in and walk-in requests for information	13	14
	Demonstrate How to Conduct an Effective Weekly Sales Meeting	15	17
	Demonstrate how to use essential computer programs including email, MS Word, Excel and REPS	18	19
	Hot Prospect Sales Strategy Discussion	20	23
	XYZ Sales Planning Worksheet	24	27
	Using the XYZ Annual/Quarterly Sales and Marketing Plan	28	29
	Using the XYZ Calling Calendar	30	31

**Phase 4: Application of Sales Leadership Practices and Certification**

PART	KEY TOPIC	Starting Page	Ending Page
<b>Part Five - Guidelines for Feedback and Certification</b>	Introduction	2	2
	Learning Objectives	3	3
	Sales Leadership Certification Overview	5	5
	Review the XYZ approach to providing effective, balanced feedback to your observation of sales performance	6	6
	Your Certification Feedback and Score (Including Certification Checklist Tally Summary Sheet)	7	8
	Learn the benefits of achieving the XYZ <i>Certified Sales Leader</i> designation	9	9
	Understand what next steps are necessary if a participant's score does not meet the minimum standard for XYZ Sales Leaders	10	10

