



ALWAYS THINKING



**SPECIALIZED
COVID-19
SALES TRAINING
PACKAGE**

"I've seen immediate impact from Love & Company's COVID-19 training. It's helping set us apart. One of my sales counselors shared that she was recently told by one of her leads, 'You know, I'm on several wait lists in the area, and you're the only one who's called me to ask how I'm doing.'"

- Melissa Williams, Spiritrust Lutheran

"We held our first virtual event, and nine of the attendees weren't depositors. We received three deposits right away and a fourth the next day. That's 44%—we don't usually get that response, but I think it happened because we created a whole new approach and new mindset based on Love & Company's COVID-19 training."

- Maria Byrne, The Baldwin

As stay-at-home orders shut down event programs and appointment schedules, sales teams everywhere began searching for ways to keep lines of communication open and momentum continuing with prospects and depositors in every stage of the move-in process—new leads, wait list members and depositors alike, at existing and blue sky communities.

Love & Company's Senior Sales Advisors pooled the observations, insights and struggles from our clients' sales offices and crafted response strategies to the key issues surrounding prospect/depositor hesitation caused by COVID-19 and its resultant market volatility.

The result? A Scripting Guide that focuses best practices on two key themes:

- Crafting conversations that give prospects/depositors ways to avoid loss of control and loss of options by taking a step forward (or maintaining their status) in the process towards a Life Plan Community.
- Instilling confidence in sales counselors to connect and communicate with prospects/depositors in new ways with a clear, cogent message.



INSIDE THE SCRIPTING GUIDE

The Scripting Guide addresses and overcomes the most common objections sales teams are hearing in this current environment.

The categories include:

- Prospects and depositors getting cold feet due to market volatility
- Prospects and depositors hesitant due to concerns with COVID-19 and fears about being in a senior living community
- Depositors near move-in who are having second thoughts
- Prospects and depositors worried about the sale of their home, soon to have their home on the market and preparing for move-in
- Holding the "How are you doing?" conversation with outbound calls to prospects
- Alternatives to stay engaged in place of on-site events
- Asking for a home visit (as restrictions are eased)

Because we built the Scripting Guide on the foundation of timeless best practices, we also demonstrate how to apply and adjust these pandemic related conversations into the future, whatever course the COVID-19/economic situation takes.

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PERSONALIZING THE SCRIPT

As universal as the issues are, each community is unique. So we accompany it with a two-hour training session to help sales teams personalize the messaging to their unique situations.

Our training philosophy stresses the importance of reinforcement and coaching. Besides initial training, we provide “lifeline, phone a friend” support as the teams apply the strategies throughout the week, and a 90-minute follow-up coaching session, usually two weeks after the first training, to strengthen their strategies and build on early successes.

The results? Connected calls are increasing universally amongst our clients. Virtual tours and events are proving to be powerful tools in building relationships and driving sales. And sales teams are staying positive and goal oriented.

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THE SECRET TO ITS IMPACT

“The Scripting Guide is so powerful because it is so direct and immediately applicable,” says Lauren McGuire, our vice president of sales services. “Our training taps into foundational principles the salesperson already knows and applies them to the objections that are so prevalent right now, in a simple and memorable way. I think that’s why everyone applies the lessons so successfully and so quickly.”

That goal of immediate impact drove our approach to designing this specialized Scripting Guide. We created the guide itself, the accompanying training module and its support system to enable sales teams to impact sales goals immediately. This includes our ability to provide the training within a week of its purchase.

Priced under \$2,000, the package is proving its ROI both in metrics like lowered back out rates, increased deposits and in increased confidence for sales teams. To learn more about the package, contact Tim Bracken at 410-207-0013 or tbracken@loveandcompany.com.





EVERY DAY
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EXPERIENCE
A BETTER LIFE.

LOVE
& COMPANY



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