
HIGH PERFORMANCE ISN'T ACCIDENTAL

The 90-Day Formula for Sales Team Results

Casey Rausin, RN, CCM

Business Development | Home Care Sales

homecaresales.com

"Raise your hand if you have a rep who is not hitting their referral goals."

Keep it up if you've had that conversation more than twice.

Keep it up if you're not totally sure what to do differently.



You don't have a system. You have hope.

High-performing sales teams don't happen because you hired someone motivated. They happen because someone built the conditions for performance. On purpose. In sequence. With accountability wired in from day one.

YOUR GUIDE TODAY

Casey Rausin, RN, CCM

I've been the referral source and the rep. I know both sides.

RN + Certified Care Manager working in business development.

I know what it takes to earn trust from a physician, a discharge planner, a case manager.

I know what it looks like when a rep walks in without the tools to do it.

This framework was built by Home Care Sales. The only OT-led sales training firm in home health, hospice, and home care. 23+ years.

THE 90-DAY FORMULA

The patterns a rep develops in the first 90 days are the patterns they keep.

01

HIRE RIGHT

Fit, drive,
learnability

02

**ONBOARD
FAST**

30 days to build the
foundation

03

**COACH
EFFECTIVELY**

Structured weekly
rhythm

04

**HOLD THE
LINE**

Accountability that
sticks

PILLAR 1

HIRE RIGHT

Most agencies hire for personality.

Top agencies hire for fit, drive, and learnability.

PILLAR 1

What Top Producers Actually Have

Clinically Curious

They want to understand the diagnosis, the care plan, the referral source's world.

Rejection-Resistant

The discharge planner doesn't return calls for three weeks. They keep showing up.

Self-Directed

Nobody follows them into the hospital. They own their territory and make it happen.

PILLAR 1

The Questions That Tell You Everything

- 1 *"Walk me through how you would approach a discharge planner who has never referred to your agency."*
- 2 *"A physician's office has told you no four times. What do you do on the fifth visit?"*
- 3 *"How do you decide which accounts to prioritize in a new territory?"*

A rep who fumbles here is going to fumble in the field.

PILLAR 2

ONBOARD FAST

You have 30 days to build the foundation. Not 90. Thirty.

Onboarding is not orientation. Orientation is paperwork.

PILLAR 2

The Clinical Language Problem

THE REP WHO LOSES

"Do you have any patients who need home health?"

Can't name your top diagnoses.

Can't speak to care outcomes.

Can't connect the patient to your service.

THE REP WHO WINS

"I know you're seeing CHF patients post-discharge. Here's what our team does in the first 48 hours."

Speaks by diagnosis. Knows outcomes.

Connects patient needs to your services

That rep wasn't born knowing that. Someone taught them.

PILLAR 2

The 30-Day Onboarding Framework

WEEK 1

Clinical / Care Immersion

Shadow
Caregivers.
Learn top 5
diagnoses.
What makes your
care different.

WEEK 2

Territory Mapping

Top 10 + Target 10.
Build referral
partner profiles.
Know their
priorities.

WEEK 3

Messaging + Role Play

Articulate value in
outcome
language.
Practice. Record.
Critique.

WEEK 4

Supervised Field Visits

Rep goes on calls
with a coach.
Real feedback.
Real adjustments.

PILLAR 3

COACH EFFECTIVELY

Accountability without coaching is just pressure.

Pressure without coaching creates turnover.

PILLAR 3

Coaching Is Not Checking In

NOT COACHING: Calling your rep on Friday and asking how many visits they made. That's a check-in. It might feel like management. It is not coaching.

REAL COACHING: Scheduled. Structured. Looks at behavior, not just outcomes.

"What happened in the field this week, and what do we do differently next week?"

PILLAR 3

The Weekly Coaching Rhythm

- 1 Rep Self-Assessment**
What went well. What didn't. Where they need help.
- 2 Activity Data Review**
Quality of conversations. Accounts penetrated. New contacts.
- 3 Skills Focus**
One thing to work on this week. Specific script or approach.
- 4 Follow-Up Commitment**
What the rep will do differently before the next session.

"Think about care planning. You assess, intervene, reassess. Sales performance works the same way."

PILLAR 4

HOLD THE LINE

Accountability is not punishment.

It is the structure that makes performance possible.

PILLAR 4

What Holding the Line Looks Like

Clear Benchmarks from Day One

Specific numbers. Visits per week. New accounts per month. Conversion rates.

Written 90-Day Performance Agreement

The rep signs it. You sign it. It is not punitive. It is a commitment.

Milestones at 30, 60, and 90 Days

Documented check-ins. Is this working? Are we on track?

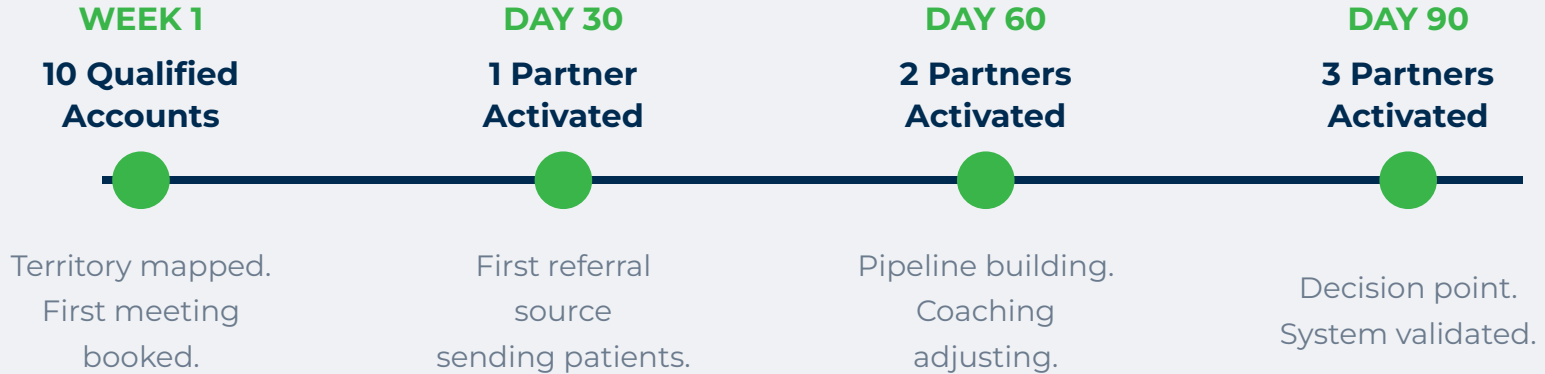
A Clear Decision Point at Day 90

Is this the right person? Course-correct or make a change?

"When you let underperformance slide, you tell your best reps the standard doesn't matter. They leave."

PILLAR 4

The 90-Day Milestone Map



Build the right habits from day one or spend the next year managing underperformance.

Let me be direct.

Everything I walked you through today makes sense. You're nodding. You're taking notes.

When you get back to the office Monday, one of two things happens:

1. You try to build all of this from scratch while running operations programs, managing staff, and handling compliance.
 2. It goes in a folder and never gets done.
-

The agencies that get this right don't build it alone.

Here is what it looks like when the system is working.

+21%

Growth in 3 months

Non-Medical Home Care, Virginia

3

New referral partners

Opened in 60 days



CASE STUDY

Non-Medical Home Care, Virginia

Two new sales reps. Onboarded with the system. Here is what happened.

+20%

Agency Growth

In 3 months

3

New Referral Partners

Opened in 60 days

2

Brand New Reps

No prior home care sales exp.

The system works before the rep has a track record. That is the point.

YOUR 90-DAY ROADMAP

What to Do This Week

- 1 Audit your hiring process.** Do you have scenario-based questions for your next sales hire?
- 2 Write a 30-day onboarding plan.** Clinical immersion first. Field visits last. No more "here's your territory, go."
- 3 Schedule weekly coaching.** Put it on the calendar. 20 minutes. Every week. Non-negotiable.
- 4 Set 30/60/90-day milestones.** Specific numbers. Written down. Signed by both parties.
- 5 Decide if you need help.** Not every agency can build this system alone. There is support available.

High performance is not a personality trait.

It is not luck.

It is not finding the magic hire.

It is a system.

Hire right. Onboard fast. Coach effectively. Hold the line.

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"Your Mission Is Bigger Than Their No."
