

You've Got the Leads – Now What?

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Michigan Leading Age

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Impact

- The sales department has the greatest impact on generating revenue. The power of sales comes from **people, process, and product.**
- ***The factor that makes the biggest impact on sales success is the SALES LEADER.***
- ***That's YOU.***



We Need More Leads

- **Typically, the first sales metric discussed.**
 - **Most widely understood.**
 - **More leads must mean more move ins, right?**
-
- **Well...**

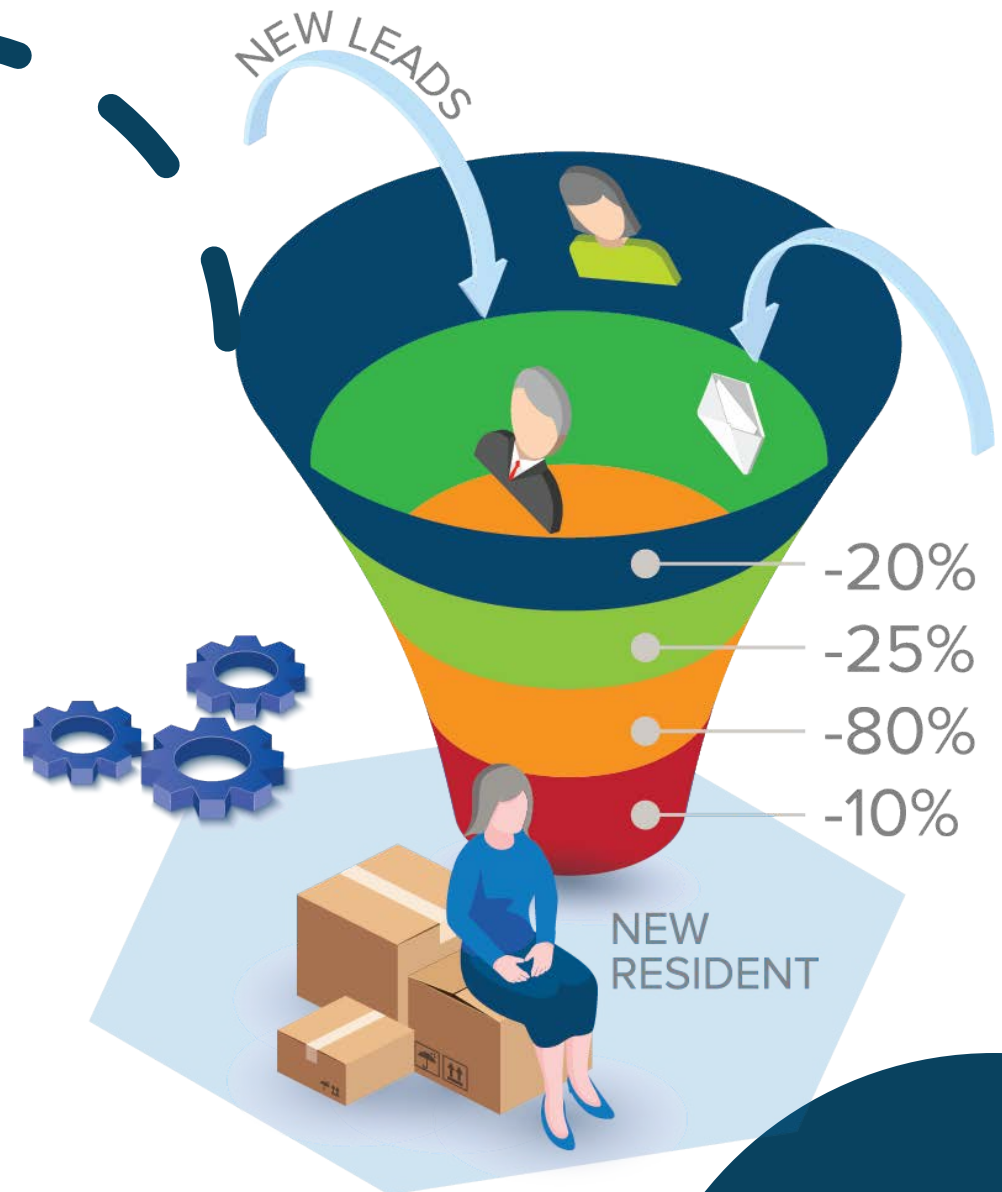


First, confirm this is true

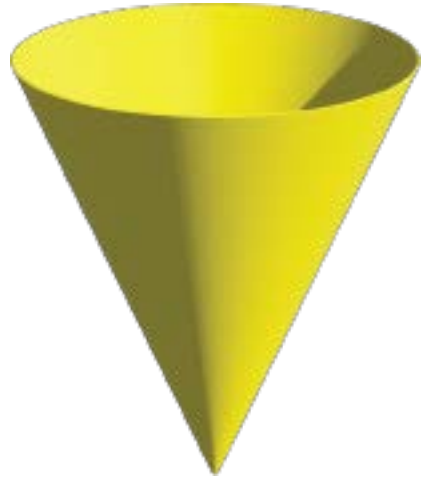
- **Most have enough leads**
- **If you don't:**
- **Outreach to fill pipeline with referred prospects**
- **Analyze marketing plan and initiatives**
- **Track results**
- **Continue events/outreach**

The Sales Funnel

- New Leads Go Into the **Top** of the Funnel
- Move-Ins come out of the bottom
- The in-between is the sales process, the customer decision-making experience.
- Prospects “fall out” of the funnel at every stage.
- MOST (85-90%) get STUCK in the funnel.
- Adding more leads to the top without addressing the “middle” just adds to the problem.



The Sales Funnel



Adding more leads to the top without addressing the “middle” just adds to the problem.



Stuck in the Middle

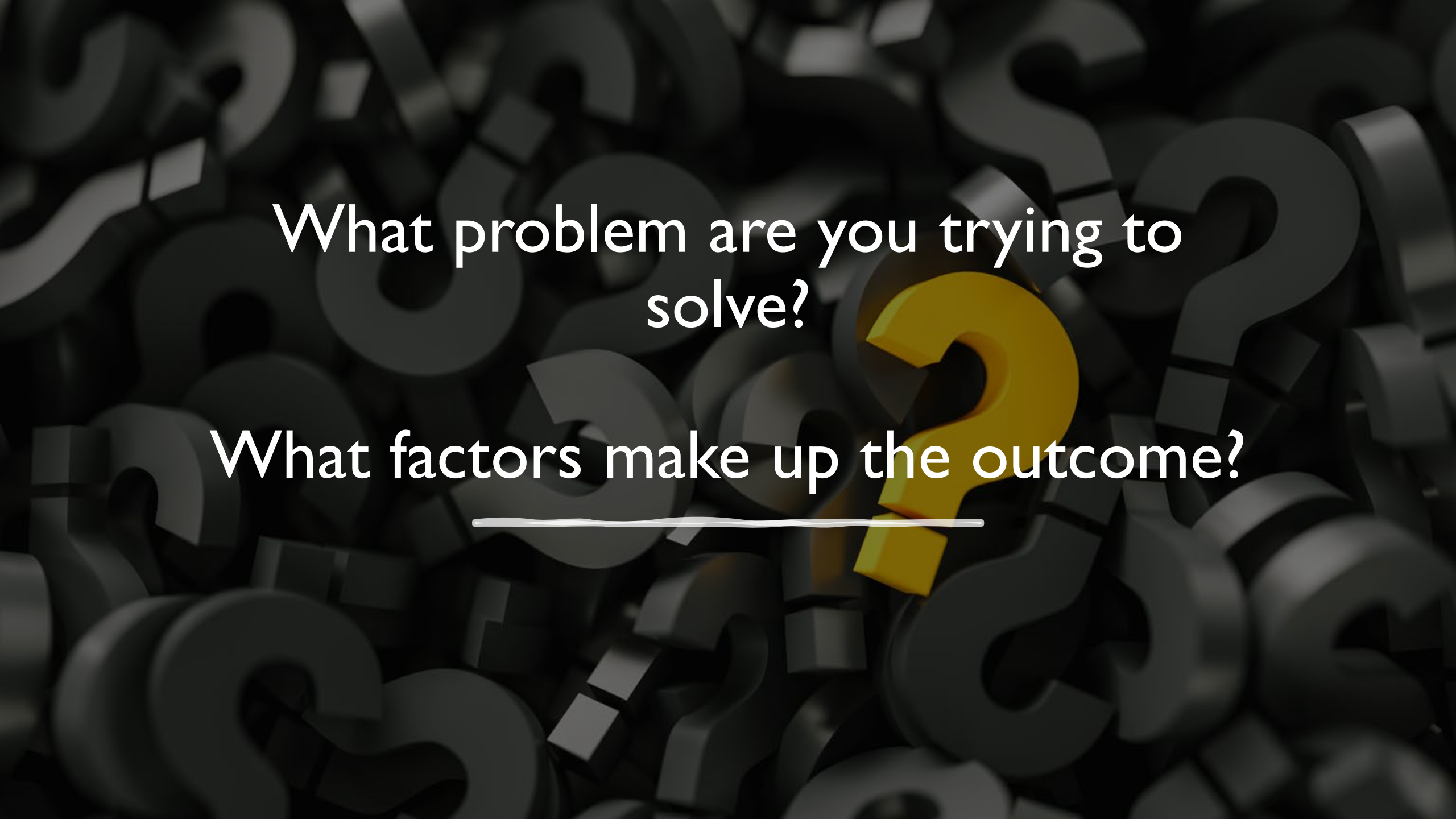
Adding more leads to the top without addressing the “middle” just adds to the problem.



Sales Impact

- This is where the impact of SALES (and sales director/sales leadership) comes into play.





What problem are you trying to solve?

What factors make up the outcome?

Two Measurements

**Activity – what is
done**

**Conversions
– How well
it's done**

Activity

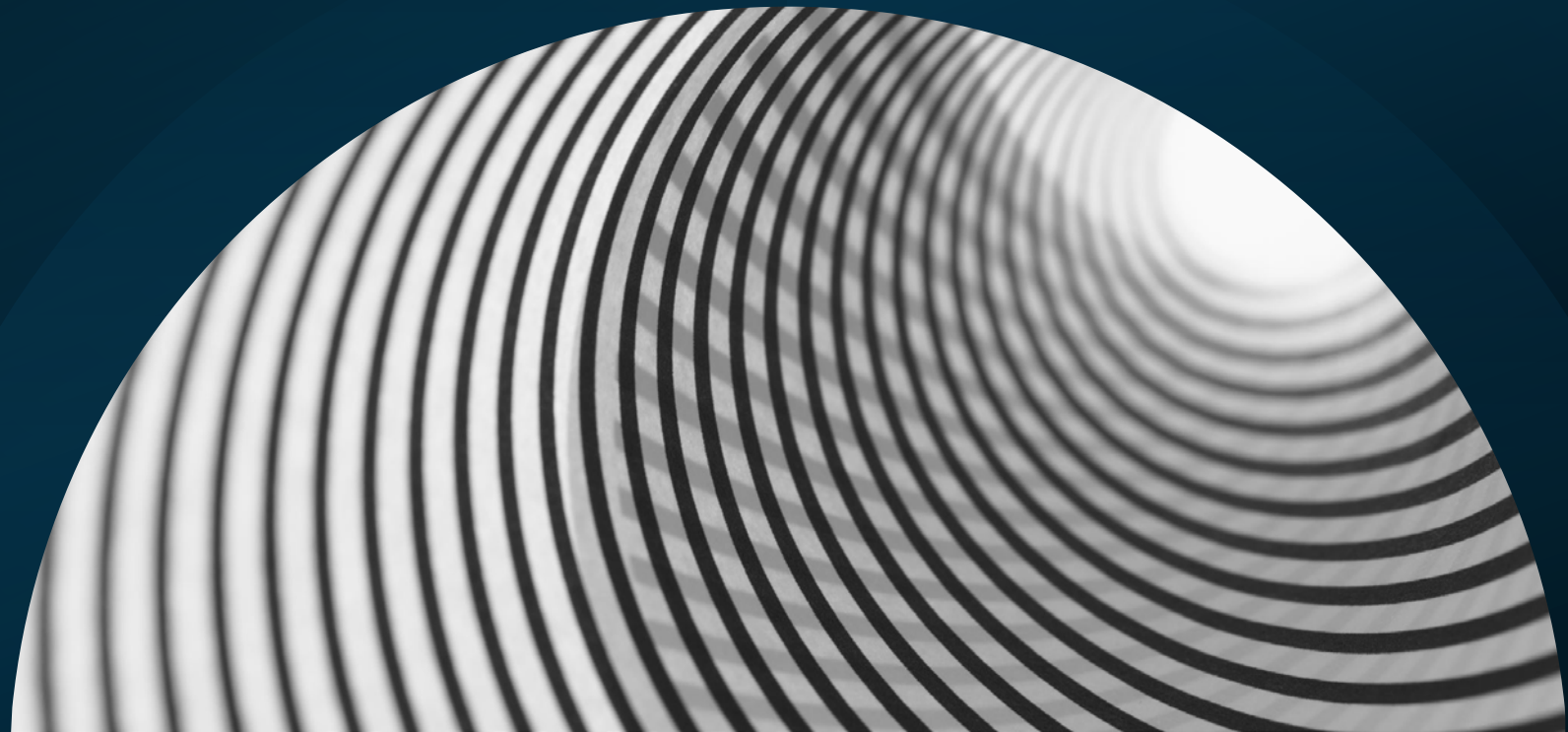
- **Identify most impactful actions**
- Community tours, phone calls/connections with customers, outreach appointments and calls



A collection of colorful, 3D mathematical symbols including numbers 0-9, a plus sign, and a multiplication sign, scattered on a blue surface. The symbols are made of a smooth, slightly translucent material and are arranged in a way that suggests a playful or educational context. The colors include yellow, red, blue, and green. The text "Sales is a 'numbers game'" is overlaid in the center of the image in a white, sans-serif font.

Sales is a “numbers game”

Well...



Throwing spaghetti
against the wall –

Volume and Velocity

– *Just Say No*

Just keep calling without a plan

Hope someone picks up

Calling to check in

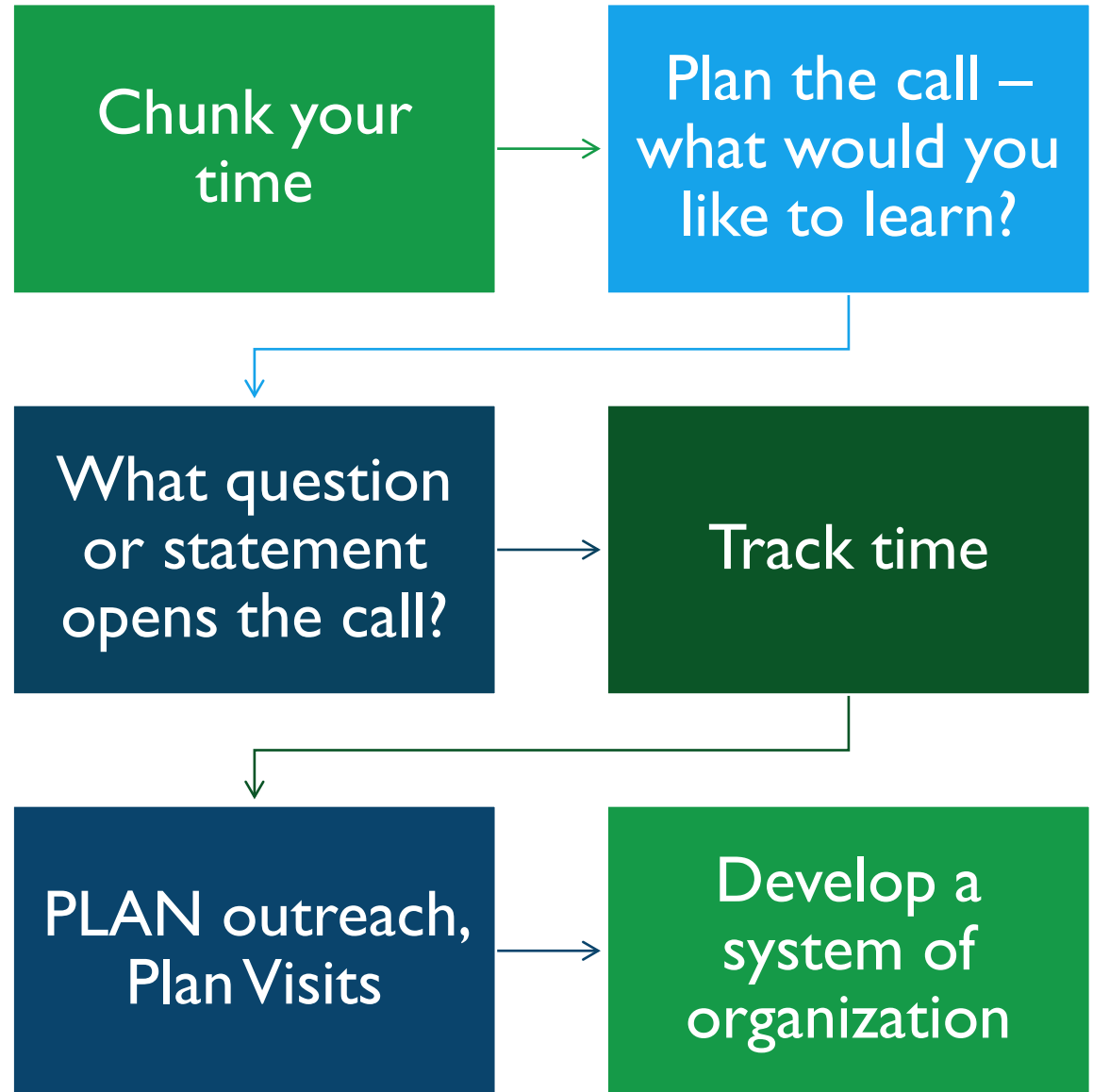
Calling to see if someone is ready or
has questions

Calling to see if they received the
brochure

Trying once and “forgetting” them
because they aren’t hot

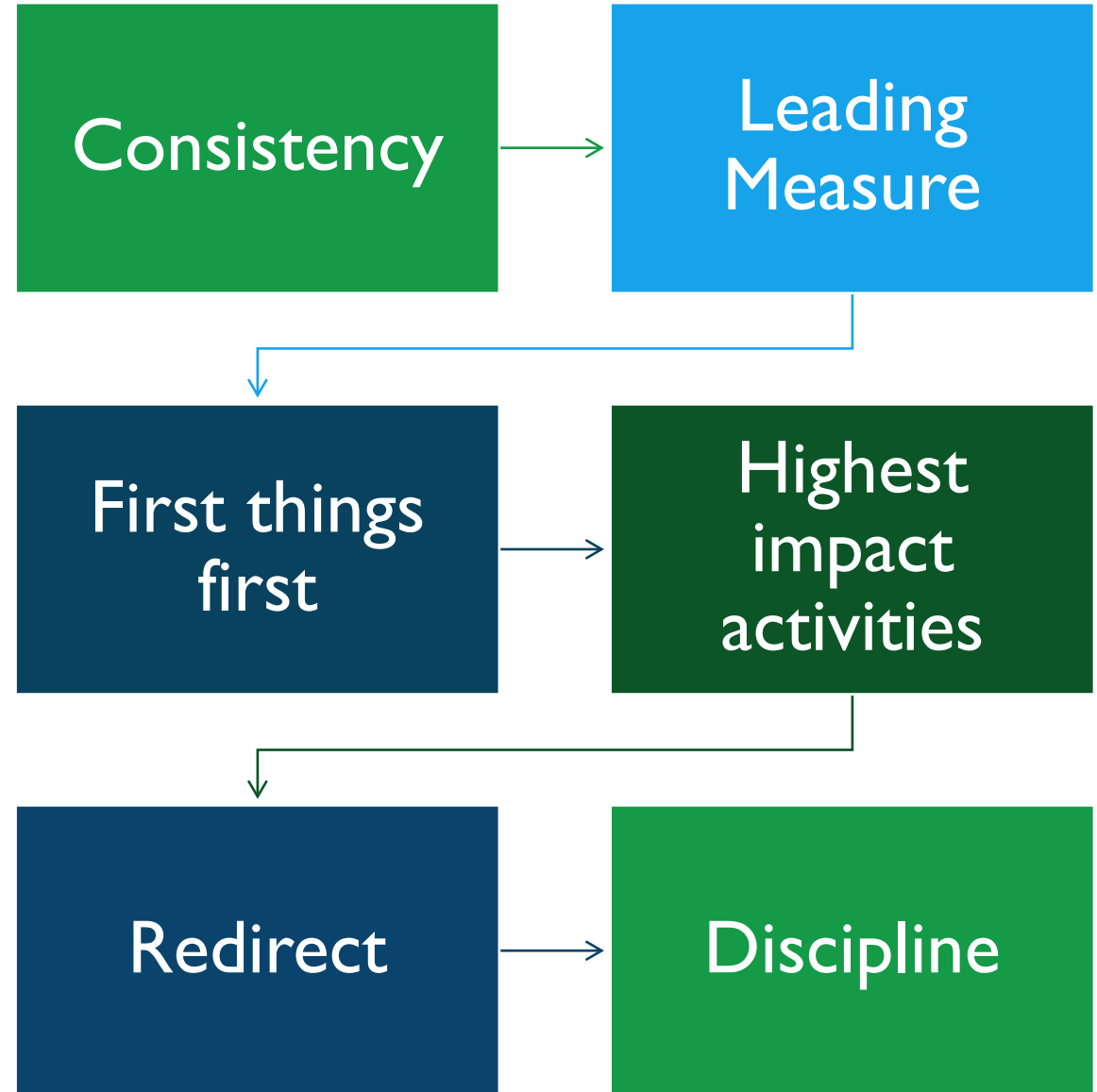
Sales Activity Strategy

Just Say YES



Sales Activity

Just Get Started





“Strategic” Selling

Know Your
Business

Know what
problem you're
trying to solve

Don't "knee-jerk"
response or analysis
based-on emotion

Once or twice is
not a trend



Establish Benchmarks

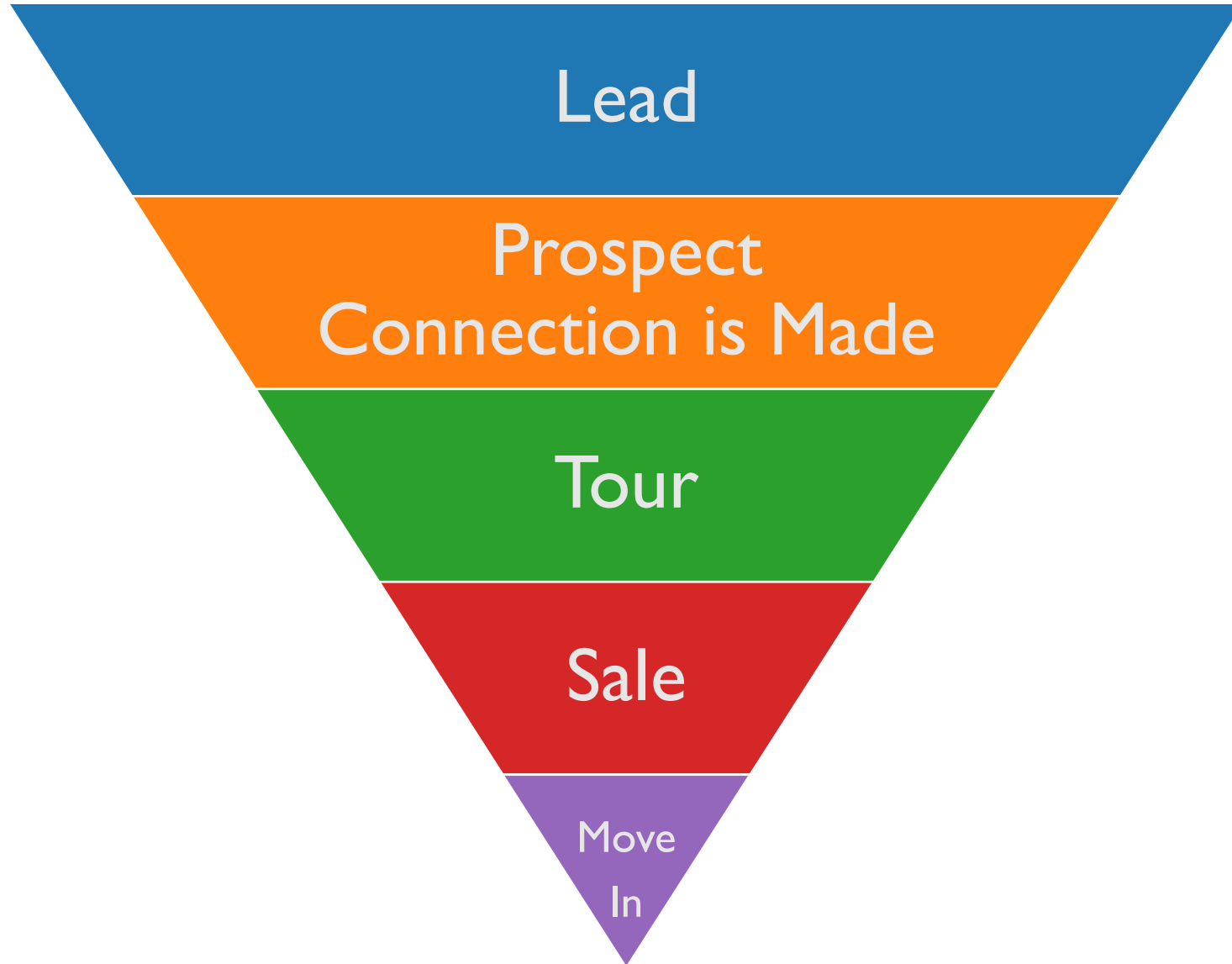


Activity PLUS Skill

**Activity – what is
done**

**Conversions
– How well
it's done**

The Sales Funnel



Conversion Metric #1

Lead to Connect

First, begin measuring
if not currently

Quick Initial
Response

What % of all leads
are connected?

Conversion Metric #1

Lead to Connect

Cadence for continued attempts

Who is on deck – develop 3 first responders

7 days/week – need back up for “off” hours

Conversion Metric #1

Lead to Connect

Consider a Virtual Sales, Establishing In-House Discovery Center

Multi-media approach – must stay on top of attempts

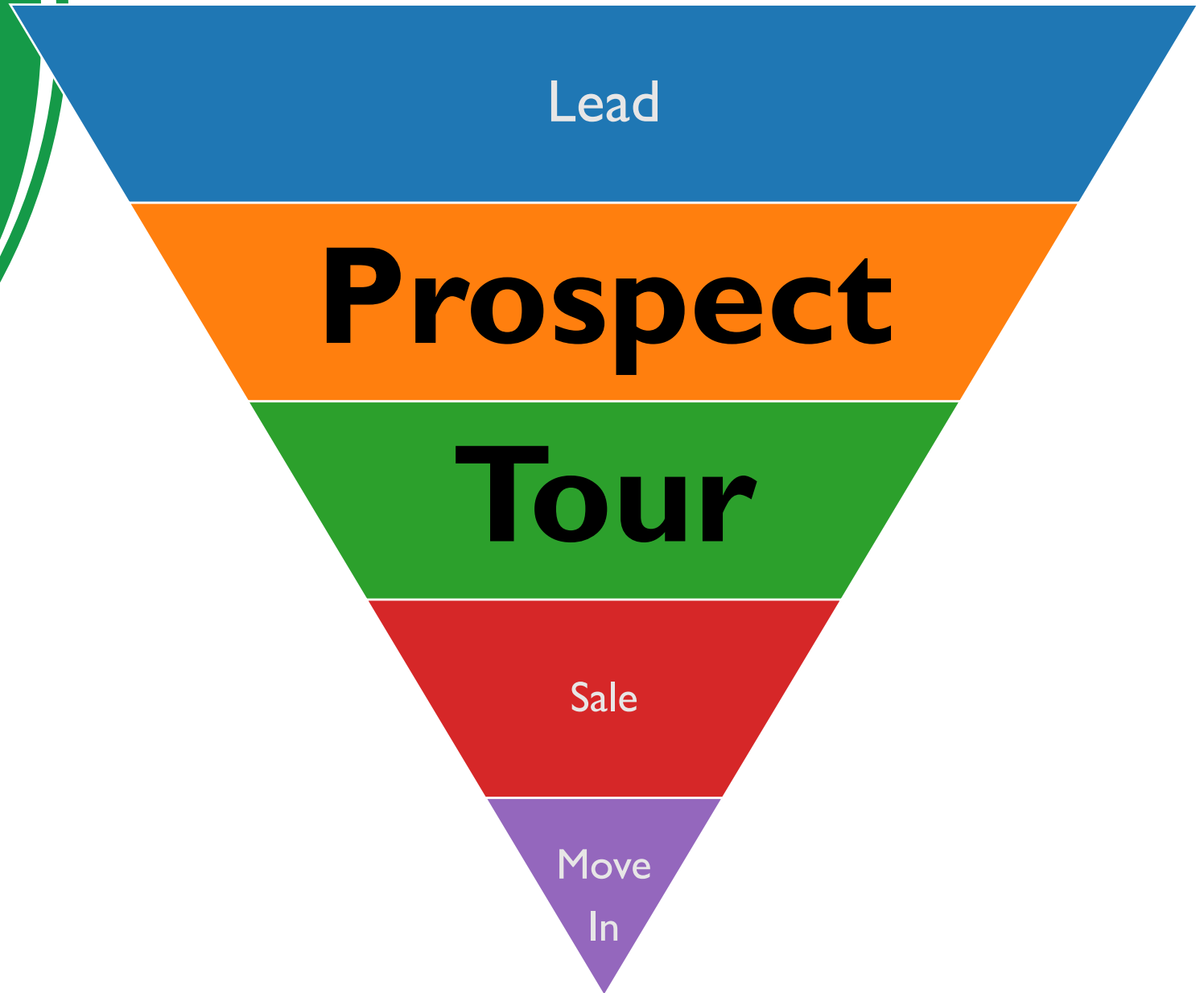
Concierge Training

Accountability for initial connection

Conversion Metric #2

Prospect to Tour

% of Prospects Who Come in for a Tour – or agree to Home Visit



Conversion Metric 2

Prospect to Tour

Measure metric

Establish benchmark

Stop Mailing Brochures

Develop discovery process and
expectation

Stop Selling



Discovery – Learn
about your
customer



Ask more than you
tell



Open ended
questions



Pause



Ask more



Learn their STORY

Conversion Metric 2

Prospect to Tour

Simple Discovery Training

Develop listening skills

Personalize conversation

Practice to build confidence and skill

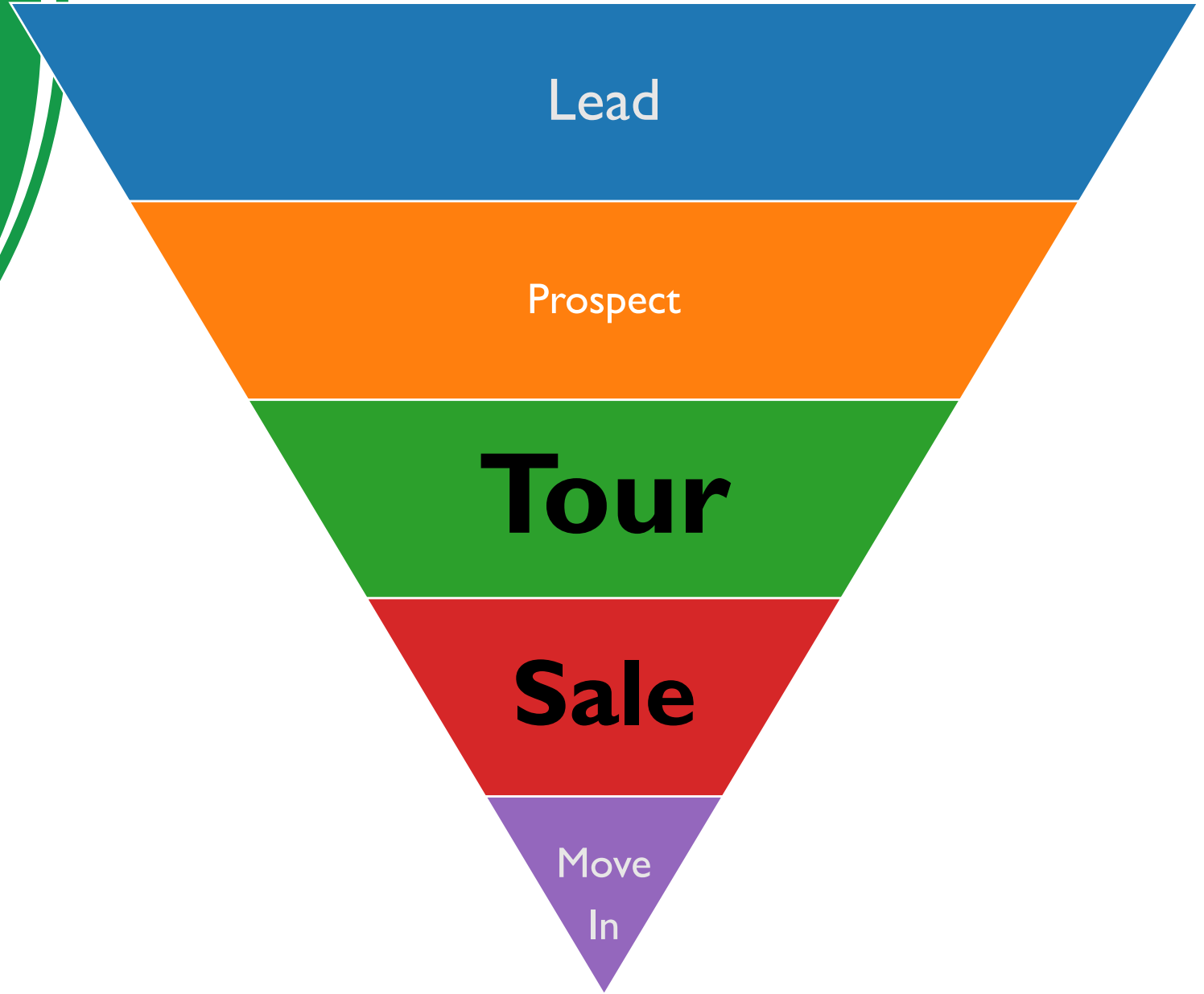
Confidence to schedule tour

State with confidence

Conversion Metric #3

Tour to Sale

% of Post-Tour Prospects
Who Deposit



Conversion Metric #3

Tour to Sale

Strengthen the
EMOTIONAL
Connection

Visit before
the “tour”
portion

Develop
listening skills



Personalize and plan the tour

Conversion Metric #3

Tour to Sale

Engage the Team

People remember
how they FELT
over what they
learned

Do not assume –
ask and recap

Conversion Metric #3

Tour to Sale

Model room
ready

Music playing

What are your
residents
doing?

Beverage/Snack

Conversion Metric #3

Tour to Sale

WOW Factor

Who did they
meet?

Community feels
vibrant – what is
happening?

Conversion
Metric #3

Closing

Recap

Next Step

Customer Agreement

Confirm

A man and a woman are seated at a table, looking at a document. The man is wearing a light blue button-down shirt and has a goatee. The woman is wearing a light-colored cardigan, glasses, and has her hair pulled back. A third person, seen from the back, is wearing a dark suit jacket. The background shows a window with light coming through.

Keep it simple.
Sit down in model or discovery area after
touring.
Your customer's next step.

Conversion Metric #3

Tour to Sale

Close **before** they leave

Keep it simple – what is next?

What does it sound like to you?

It's the customer's next step

What they need to do, decide, consider

Give advice – be confident

Follow Up

Multi-Media – use technology

Establish and track follow up activity benchmarks

Follow Up Toolbox

Engage team

Home Visits – include in follow up



Common Mishaps

Waiting too long post tour

Relying on email communication

Huge gaps between follow up

Not securing customer next step

Allowing tasks to go past due

Follow Up Calls

Start where you ended

Open with statement of fact

You toured with me two days ago

You were researching options

You were going to speak with your mom.



- Engage customers where they feel most comfortable
- See first-hand what they are “giving up”
- “Why are you considering making this change?”

Home Visits

Give Advice AFTER Listening to Them

Importance of
being strong
advisor

Help clear the
maze

Confirm it
makes sense.

Overwhelmed customers

Cannot make a decision

Will stay in state of “flux”

I just can't deal with this right now.

Give me more time.



During Decision Process

Practice empathy

Recognize weight of this decision

Acknowledgement

Feel Seen and Heard



Metric #4

Outreach = unpaid referrals

Plan appointments

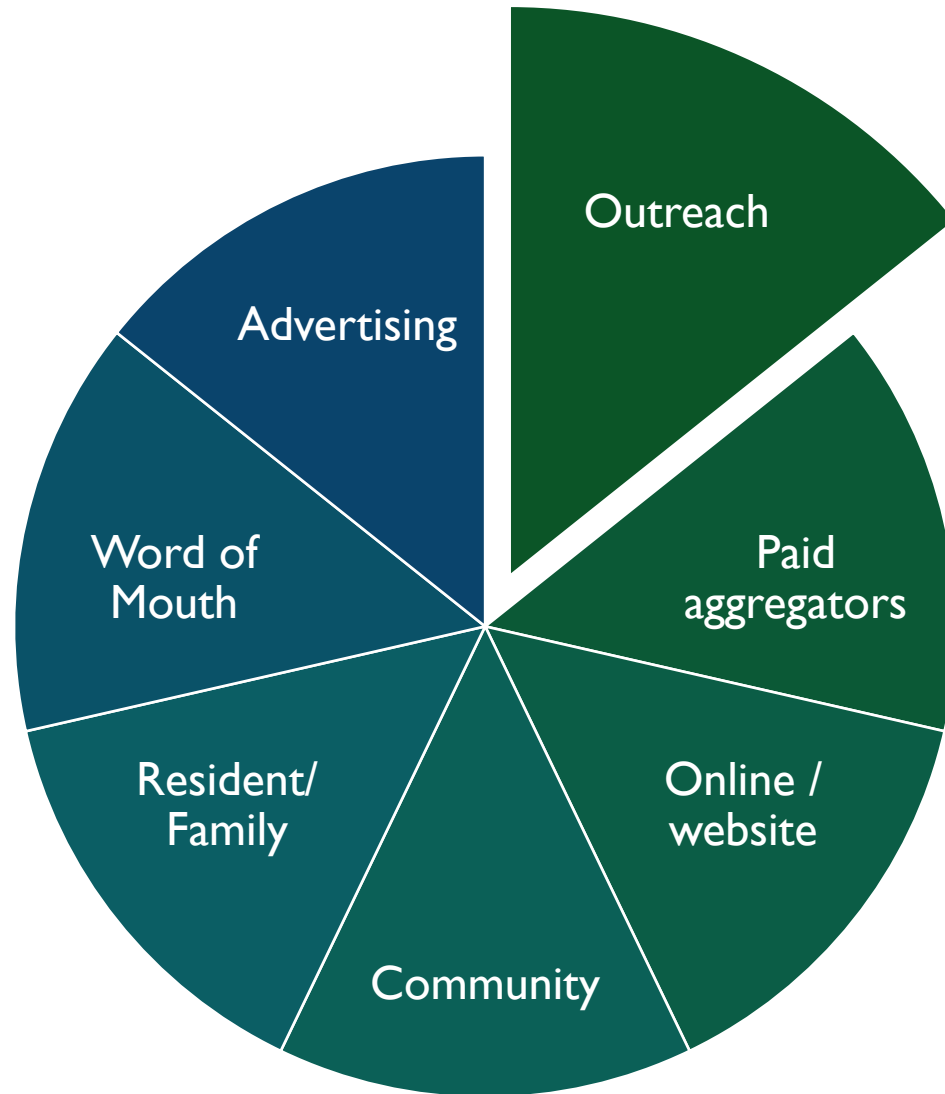
What is objective of visit? What do you want to know?

Discovery – what is important to them?

Follow Up, Follow Through

Track appointments, track referrals received.

Watch trends for word of mouth



Recap

There are factors that play a part in every stage of the sales process.

Identify the factors (Puzzle pieces of occupancy puzzle)

Sales Conversions – take time to practice

Outreach is sales – track outcomes



Recap

Build empathy by practicing listening skills.

Meet customer where they are, continuing advising to their next step.

Take time on the discovery – and continuing discovering.

Take time to recognize your wins.



Questions Discussion

Thank You.



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