



Longwood At Home Case Studies

The task of introducing a new product can be daunting – especially if you haven't introduced one in a long time. That's where Seniority comes into the picture. We have a wealth of sales and marketing experience in new product introduction. Here's how we helped one client introduce the "CCRC Without Walls" product.

Longwood At Home (LAH) is the first program of its kind in the greater Pittsburgh area. LAH provides a continuum of care to older adults using a community-based model of service delivery, contracted provider relationships, and care management services. Licensed by the state of Pennsylvania as a continuing care retirement community, this program allows members to remain in their own homes while accessing a comprehensive care and service network.

Longwood At Home is the newest affiliate of Presbyterian SeniorCare, a leader of innovative programs and services in Pennsylvania for 75 years. Seniority was retained to oversee the program launch, sales strategies and sales management.

We utilized our systems, training, leadership, and support services in partnership with the staff and the board of directors to accomplish the following:

- Development of a sales and marketing plan with defined goals and target media schedules.
- Customization of job descriptions and classifieds for sales personnel and participation in the interviewing hiring process with the program's executive director.
- Development of collateral, print advertisements, direct mail pieces, PowerPoint presentations, a media schedule, and the community newsletter.
- Implementation of the computerized lead management system, lead management software.
- Introduction of lead cost analysis and sales call management systems.
- Training in the areas of lead generation, group presentations, sales process, time management, and conversion.

The Results

The program received its state license to operate this customized program to seniors in their homes. Working with Seniority, the sales team began holding educational presentations to age- and income-qualified individuals, targeted through a series of direct mail invitations. Prospects were identified from presentation attendees and queries to advertisements.

The program was successful in meeting pre-launch and first-year goals.

As you can see, the introduction of a new product can be tricky, indeed. Let Seniority help you plan the strategies and tactics that will increase the chances your product rollout will succeed while they decrease the chances you'll have an ulcer in the process.