



Seniority Connection



April 2010



SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Spring-Cleaning in the Sales Office

As the weather warms and windows open, it's time for that wonderful ritual: spring-cleaning. There's no better place to start than the sales office.

After two years of economic uncertainty and sluggish sales for many senior living communities, a deep cleaning is in order. It's time for 3-D spring-cleaning.

First, de-clutter. A sales office can easily be overwhelmed by stuff: campus activities, staff meetings, volunteer assignments – stuff that has nothing to do with the sales process. This stuff is important for your community but not necessarily most important for you. Your job is to keep the community full so that others can do their jobs well. De-cluttering means clearing your calendar of those activities that eat up your time and take you away from sales.

Second, discard. A good spring-cleaning effort will always turn up things that you just don't need anymore. See that outworn shoe box system for prospect cards? Get rid of the cards and go to a Web-based lead tracking system. Notice those boxes of old brochures that are missing the Equal Housing logo? Recycle them. You shouldn't be handing out these brochures anyway.

Discarding applies to old habits, too. For instance, it may be time to dump the old sales office schedule of 9 to 5 Monday-Friday and make yourself available when many consumers want to shop – in the evenings and on weekends.

Third, discern. Once you've cleared the calendar of distractions and dumped that stuff you don't need, you'll see things in a new way. And clarity always sharpens the sales process. For example, you'll be able to take time to map out a sales call before you pick up the phone. What are you aiming for in this call? What objections might arise? And how will you respond? Freed of distractions, you'll get to know your customers better. You'll see their lives more clearly, and you'll ask more perceptive questions, which are critical to closing the sale.

Indeed, you'll see yourself and your work more clearly. That's because discerning really means knowing what's most important for you to do – today, next month, next year.

Are you ready to refresh your sales office? If so, let us [know](#). Our sleeves are already rolled up. We're eager to dive into some deep cleaning with you.

Sloan Bentley
President

2010 LEADERSHIP SUMMIT
GET S.M.A.R.T. in October

Where do senior living leaders get great training, visit leading-edge communities, and have loads of fun – all at the same time? The Seniority Leadership Summit, of course!

Plan now to attend the 2010 conference, which will be held Oct. 19-22 in Old Town Sacramento.

This year our theme is GET S.M.A.R.T [Sales, Margin, Accountability, Results, Talent]. More details and registration information will be available in June. To be added to the Leadership Summit registration mailing list, click [here](#) and tab to Resources & Events/Annual Leadership Summit.



ASSOCIATION TIME
Catch Up with Seniority in Long Beach

Seniority leaders will be at Aging Services of California's annual meeting May 3-5 in Long Beach, Calif. Stop by booth #500 for a visit.

Also, be sure to catch President Sloan Bentley's workshop "Hospitality in Hard Times: Moving from Style to Substance." The session will be held May 5 from 2:15-4:15 p.m.

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