



Seniority Connection



May 2010

SENIORITY, INC.

Management, Sales, Consulting and Systems for Senior Living



FROM THE PRESIDENT

Starting With A Smile

The little things make all the difference in our profession. Take a smile, for instance. It costs nothing, but it changes everything. When it's absent, people notice. When it's there, it lights up the room.

But you already knew this, right? It's the sort of thing our grandmas taught us: Smile when you meet someone.

Because a smile is so basic, and so essential to delivering exceptional service, we've made it the centerpiece of Seniority Spirit, our new hospitality program for senior living. Greet everyone with a smile. That's our first Foundation of Service.

Emphasizing the importance of smiling sounds so obvious, you might be thinking. But you also know this: Not everyone smiles. How many times have you walked through a retail line where the cashier hardly acknowledges you? Why is the gruff "Next!" the first thing we often encounter? How is it that thousands upon thousands in retail and service industries have been trained to say "Can I help you?" but deliver that line with no trace of a smile?

We have a basic problem with customer service in America. Grandma's good advice hasn't stuck. But senior living is where we can turn this around, and what an appropriate place to begin: where our grandmas and grandpas are the customers.

Older generations value two things when it comes to customer service: a handshake and a smile. So that's where we start. Whenever passing a resident or prospect, every team member in our communities is instructed to make eye contact and smile. We want our communities to be known as places where exceptional people provide exceptional care and services. We believe this goal is entirely within our reach. It's doable for you, too. You simply have to start with a smile.

Sloan Bentley
President

2010 LEADERSHIP SUMMIT

Would You Believe Inspiration, Training & Fun?- It's All on the Agenda

Senior living sales have never been more challenging. So make sure your team has the latest training – and the inspiration – to succeed in these tough times. Plan now to attend the Seniority Leadership Summit Oct. 19-22 in Sacramento.



Marketing leaders and executive directors will explore the mindset that's necessary to hit sales targets in a difficult economy. Plus, they'll come away with the tools to make it happen.

The summit will include a tour of the Eskaton National Demonstration Home, an innovative model home that is the result of years of research and development. Combining universal design, breakthrough technologies, and green living features with beauty, simplicity and comfort, the Eskaton Home is the house of the future for senior living.

And in typical Seniority fashion, there will be fun: an evening welcome reception in historic Old Town Sacramento and an after-hours dance party following the annual awards banquet.

You don't want to miss this summit. [Sign up today](#) to receive registration information.



NEW CONTRACT

Fresno Community on the Horizon

Seniority has entered into a consulting, management, and sales agreement with the locally owned development group, Paintbrush, LLC. Seniority will assist in the development and then manage the 100-apartment assisted living and memory support community being built in Fresno, Calif.

OPENING SOON

OK City Community Nears Completion

Cypress Springs, Oklahoma City's first dedicated memory support community, recently celebrated a "topping off." Construction is nearly complete. The community is scheduled to open this fall. Seniority is providing management, sales and marketing assistance for Cypress Springs in Oklahoma City as well as a sister community in Tulsa. Learn more [here](#).



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Seniority adheres to and manages communities within the spirit of  and .

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