Knowledge Is Power: Does Your Sales Team *REALLY* Know The Lead Base? Do You?

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Today's senior has more choices for their retirement living selection than ever before. In addition to making physical improvements to address current trends to try to stay ahead of the looming Age Wave, most senior community leaders are taking a renewed interest in the sales process.

Unfortunately, the most data savvy and/or newly learned senior living community leaders alike are learning that their marketing and sales teams are not always able to distill the essence of their ideal prospective resident, recent resident move-in profiles, unit styles that are in demand, or similar data sets without performing complex time-consuming calculations or frantic requests to Accounting/Finance.

Most senior living communities today use computer software of some type to track their prospective residents. Some communities use a spreadsheet. Still others use a Contact Relationship Management (CRM) program. More information from more prospective residents = more opportunities to sell a vacant unit. Most true CRM programs have areas where a varying amount of information about each prospective resident can be entered.

Senior Living sales teams that don't fully utilize their #1 sales reporting tool are missing out on sales and prospective sales.

Unfortunately, too often, senior living sales teams and sometimes management teams need a paradigm shift: the CRM program is *the Community's Sales tool*.

Have you ever tried to call a contact in your mobile phone, but the contact got a new phone number and you hadn't updated your contact information? The contact information is useless until it is updated. It doesn't matter if you search for "John" or "Jane" in your Contact List, you have incomplete information so you can't talk to your friend to conduct whatever business you wanted to.

If the Marketing Assistant or the Sales Director tries to run a report to detail:

- Response to an event from a particular ZIP code;
- The amount of Entry Fees brought in from a particular advertising or direct mail piece;
- The dollar cost of an incentive program;
- The average time from initial deposit to move-in over the last three years; or
- The number of prospective residents that came to a luncheon, signed up for an appointment, and subsequently placed a deposit within 60 days…

…all of these reports and more should be readily accessible for strategy sessions.

Spectrum employs a relationship-based approach to sales, designed to maximize sales with our consultative approach. We work with our clients in a number of areas, and Effective Reporting is only one of what we feel are actually 12 Key Elements of An Effective Marketing Plan. If you feel like you would like to know more about your lead base, and would like someone from our team to contact you to discuss the unique, multi-disciplined ways that we have worked with other communities to achieve exceptional sales and occupancy results.

For more information, visit www.spectrumconsults.com or call 704-865-6300.