

## The True Use of a Presentation in Senior Living

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I have seen many people in our industry that look at the presentation as a way to get a large group of prospects through the door. The Marketing Directors spend thousands of dollars on the mail piece's, the food and the décor. Then typically the standard is to get in front of the group and tell them everything (AND I MEAN EVERYTHING) in hopes that people will love what they hear. Hopefully they will love it so much that they will happily sell the home that they love more than anything and move right in. The problem with this is that nobody wants to leave his or her home. Nobody! In addition the seminar has completed the opposite of its intended effect. Because the presenter talked about all the services, amenities and wellness programs the prospect feels they know all there is to know. They feel satisfied with the knowledge of understanding that "when I am ready" they will have a great idea of the options that are out there. In addition the chances of the community seeing the prospects again for a long time are almost guaranteed prolonged to a year or longer. Another part of the presentation usually revolves around the entry fees. The total costs have been laid out to a crowd that does not understand the value of a CCRC and so the cost instantly solidifies the peace inside them knowing that they get to go back to their beloved home with dipping in to the grandkids inheritance.

Presentations should always be surrounded by the belief that the overwhelming majority of people do not understand the basics or the value of a CCRC. The message must be focused solely around "having a plan" or the fact that they have a lack of one in place. Myths must be dispelled, and truths be brought out. It is the one chance that a community has where the marketing team overwhelmingly has an opportunity to get their message out to the public.

Ultimately, the goal is not to get a check but to get a personal appointment to get a check. It is a first step in the three-step process and there must be an easy avenue for people to come in for face-to-face appointments. I always use surveys that allow people to let the team know if they want to meet. I always ask what their age group is. It makes sense to me why a 65 year old does not want to meet yet for a one on one, but someone who marks no to an appointment and are 85+ in age needs to be connected with much deeper.