THE ONLY ADVANCED CONFERENCE OF ITS KIND!

THE 2012 ADVANCED SALES & MARKETING SUMMIT FOR THE SENIORS HOUSING, ASSISTED LIVING AND NURSING INDUSTRIES

“EXECUTION IS THE HOLY GRAIL... BUT VERY FEW WILL COMMIT”

DEC. 3–4, 2012  MONTELUCIA RESORT & SPA  SCOTTSDALE, AZ

LEARN FROM THESE PROS:

- MAX CAMERLAIN, V.P. SALES & MARKETING, CHARTWELL SENIORS HOUSING
- PATRICIA COKINGTIN, V.P. SALES & MARKETING, AMERICARE
- BRAD DUBIN, PRINCIPAL, BLOOMFIELD SENIOR LIVING
- STEVE FERRARINI, VICE PRESIDENT SALES, TOUCHMARK
- NANCY HALL, VICE PRESIDENT, CLIENT SERVICES, G5
- GREG JOYCE, PRESIDENT, LEGACY RETIREMENT COMMUNITIES
- JOY LOVERDE, DIRECTOR, PARTNERSHIP DEVELOPMENT, MASTERPIECE LIVING
- JACK MCCARTHY, PRESIDENT, REVENUE LEVERAGE
- CHRISTINE MARTELL, PRINCIPAL, VISUALSSPEAK
- MICHAEL MILLER, PRESIDENT, PRIMO SOLUTIONS
- ELIAS PAPASAVVAS, CEO, ELDERLIFE FINANCIAL SERVICES
- JOE ROCHE, PRESIDENT, ROCHE ASSOCIATES
- GEORGE SILVERMAN, AUTHOR, “YES, FASTER”
- AMY SMITH, PARTNER, A & M SENIOR CONSULTING SERVICES
- DONALD THOMPSON, CEO, SENIOR LIVING COMMUNITIES
- CATHLEEN TOOMEY, VICE PRESIDENT, RIVERWOODS
- KRISTIN KUTAC WARD, PRESIDENT, RETIRING BY DESIGN
- DR. RUSS WATSON, PRESIDENT, TARGET CONSULTANTS

GAIN FROM THESE TOPICS:

- The Power of Word of Mouth
- The Sales Star Profile...Nailed
- Internet Strategies that Work!
- Using Visuals to Help Prospects
- Wellness as a Sales Motivator

100% OF LAST YEAR’S ATTENDEES WOULD RECOMMEND THIS CONFERENCE TO OTHERS...

CORPORATE SPONSORS:

- G5
- Moore Diversified Services
- One On One Service to Seniors
- REPS Leads by MDI Achieve
- Roche Associates
- SeniorsHousingNet, part of Move, Inc.

CONFERENCE HOTEL IS 10 MINUTES FROM THE PHOENIX, AZ AIRPORT

EARLY BIRD REGISTRATION ENDS OCTOBER 30TH.
TESTIMONIALS ABOUT PAST CONFERENCES

“Why are CEOs and EDs satisfied with 88% occupancy… Is this not financial indifference to investors? I am stunned that more CEOs don’t attend this conference (or send their top people).”

— Brad Dubin, Principal, Bloomfield Senior Living

“I am looking forward to another great Conference this December… the information, insight and morale boost our staff gets from this event is priceless. Thank you for putting on such an outstanding event”

— Greg Joyce, Director of Sales and Marketing, Legacy Retirement Communities

AN APPEAL FROM THE CONFERENCE CHAIRMAN

For 16 years, we have waged on ongoing battle to help our Industry based upon a simple, overarching principle: every community can operate at 100% occupancy (or maximize revenue if more revenue can actually be achieved at less than 100%...which is very, very rare). Communities can achieve 100% occupancy despite miserable economic and housing conditions which persist. There are three simple, timeless principles which cause 100% occupancy (also referred to as no lost revenue days):

• An unshakeable belief by the Executive Director and Sales Professionals that it will be achieved.
• A Sales Orientation/Style that is “Sincerely Person Centered” and “Question Based”.
• Proper initial and lifelong training of and study by qualified sales professionals, which requires a monetary and emotional investment by the Senior Executives.

Now, many who have attended this Sharing Forum in the past know these principles are true, but many have realized the most critical lesson of all organizations: the “Knowing/Doing Gap”. The simple fact is that execution trumps knowing what to do. Knowing what to do and not doing it is worse than not knowing what to do. Why? Because we have the ability to succeed and simply do not act or persevere in acting, and thus we are responsible for our failure.

What has to happen to overcome this gap, this execution conundrum, that trips up at least 95% of operators today (only 5% of all properties consistently achieve 100% occupancy)?? First, commitment to the “Three Principles of 100% Occupancy” which are delineated above, and the understanding of the financial reward. What is most amazing about the failure of 95% of operators to achieve no lost revenue days is that the financial investment is extremely modest and the ROI is staggering. In 99% of the cases I have seen, it is the greatest return on equity of any investment that the owners will ever make! It is truly one of the great enigmas why most owners fail to take advantage of the financial windfall.

This year we have 90% new speakers. I am proud of the fact that many of our speakers are former attendees of this Conference, who have successfully implemented what we have taught at this Conference.

Several new topics will be introduced as we continue to expand our thinking to bring in new ideas from outside the seniors housing and care field. I am grateful to George Silverman. George is the author of several outstanding books on Word of Mouth Marketing and helping people make decisions in order to accelerate the buying process.

I am also grateful to Christine Martell, who will present the evidence for using visuals to help prospects open up in their conversations with you. We also will present evidence on the use of mobile phones in getting qualified prospects, as well as brand new research on how the internet referral sites are really performing for companies in our Industry.

This year we will be in beautiful Scottsdale, Arizona at the five star Montelucia Resort and Spa in a setting that is simply spectacular. There is world class shopping within ten minutes of the Hotel. Please challenge yourself to believe you can achieve 100% occupancy.

I thank you for helping me advance the professional sales discipline within our Industry. Do you know of any other field where you can help so many people with such a terrific solution as we have to offer? We are truly blessed to do what we do.

Sincerely,

Anthony J. Mullen, Conference Chairman
A CASE STUDY IN EXECUTION: HOW LARGER COMPANIES CAN DO IT

PRESENTER: STEVE FERRARINI, VICE PRESIDENT SALES, TOUCHMARK

Larger companies do have more of a challenge in executing the key principles; it is incrementally harder due to the additional number of people to be trained and the importance of systems in order to overcome the loss of personal connections between the champion/leader and the direct staff. Touchmark, which owns 8 properties, was an early adopter of the principles taught at this Conference. While they are not at 100%, they have historically operated at 300-400 basis points higher in occupancy than the average company. Mr. Ferrarini will describe in detail how they have done it and the challenges to overcome. Systems thinking and a true partnership between operations and sales must be achieved.

THE DECISION SHOW:
HOW THE MIND MAKES DECISIONS AND HOW YOU CAN LEAD OTHERS TO (ETHICAL) DECISIONS THEY SHOULD MAKE

PRESENTER: GEORGE SILVERMAN, AUTHOR, “YES, FASTER”

If you could get out ahead of people’s decision process and know what they are thinking — if you were a mind reader — you could guide them into the best decisions (hopefully your offering) easier and faster. As a psychologist and marketing consultant, Mr. Silverman has spent 35+ years researching and teaching how to guide people to make decisions in their best interest. In a series of demonstrations and experiments, he will show you through your own reactions to various stimuli how your mind works to bring you to decisions. He will demonstrate how decisions can be predicted, influenced and secretly known. Later, in Part 2 (below), he will use these demonstrations to break down the series of steps (and agreements) you must go through before someone will act upon your advice and influence.

FINDING THE SALES GEMS: HOW A NEW COMBINATION OF ASSESSMENT TOOLS NAILS THE PROFILE OF THE SALES STARS IN SENIORS HOUSING

PRESENTERS: DR. RUSS WATSON, PRESIDENT, TARGET CONSULTANTS
DONALD THOMPSON, CEO, SENIOR LIVING COMMUNITIES

Last year Dr. Watson presented outstanding, but preliminary evidence that a combination of two valid and reliable sales assessment tools could predict the rare set of skills needed by the top professionals to sell seniors housing and care communities. Dr. Watson has added to the sample and will present the updated results as well as additional analysis on how to find the rare set of skills needed to be a top 10% sales professional in this field.

Mr. Thompson’s company has used the assessment tools internally and will describe his results and observations on using these tools.
HOW TO GET “YESES” FASTER USING WORD OF MOUTH MARKETING AND OTHER METHODS TO BRING PEOPLE FROM INDIFFERENCE TO EVANGELISM

PRESENTER: GEORGE SILVERMAN, AUTHOR, “THE SECRETS OF WORD OF MOUTH MARKETING” AND “YES FASTER”

Continuing from his demonstrations (see above) George will break down the decision process into the 10 Simple Yeses that you need to bring people from indifference to evangelism about any product, service or idea — and the secret to getting those yeses.

George has written the landmark book on executing word of mouth marketing as a scientific, systematic process. Many of the greatest minds in marketing and strategy, including Tom Peters, Seth Godin and Regis McKenna, have written on the power of word of mouth and the fact that it is so underutilized. The vast majority of companies and properties seek referrals from those they believe are influential, but they have no systematic plan nor understand the structure of the process and how to influence and manage what people think and say about you.

Mr. Silverman will detail the seven step process in creating a word of mouth strategy for your properties as well as sharing the differences between creating word of mouth campaigns and processes and those of the traditional marketing mix. He will also share some examples from related service industries that prove the power and effectiveness of word of mouth when planned and executed properly.

IMPLEMENTING THE BEST IDEAS: HOW LEARNING FROM OTHERS AT THIS CONFERENCE PAYS DIVIDENDS

PRESENTERS: AMY SMITH, PRESIDENT, A & M SENIOR CONSULTING SERVICES
BRAD DUBIN, PARTNER, BLOOMFIELD SENIOR LIVING
KRISTIN KUTAC WARD, PRESIDENT, RETIRING BY DESIGN

All three of these presenters will demonstrate how they executed ideas learned at this Conference and which improved their sales results. Ms. Smith was intrigued by the “sales is all” mantra, which we introduced a few years ago to help executive directors and owners focus on what must change and what must happen to achieve better financial results. The vast majority of companies still believe “sales should just happen naturally”.

Mr. Dubin took ideas from a presentation by Aaron D’Costa on the need for many events and created a web site to make events for his communities a truly effective and efficient process. He will share this with you so you can duplicate it for your company or property.

Ms. Kutac will describe how they use events and increase their attendance over the normal approach most use.

INTERNET STRATEGIES THAT ACTUALLY WORK: THE EVIDENCE BUILDS

PRESENTERS: CATHLEEN TOOMEY, VICE PRESIDENT, RIVERWOODS
NANCY HALL, VICE PRESIDENT, CLIENT SERVICES, G5

Ms. Toomey, a Vice President of a stand alone CCRC, will share how she has successfully uses e-mail newsletters and social media with seniors for the last two years, as well as how to effectively use pay per click (with a Google Grant).

Nancy Hall is head of client services for a large internet strategy firm. She will discuss their experience with using mobile phone search to generate qualified leads. The supposition is that mobile phone leads will have more urgency and a greater chance for an immediate visit/tour. She will present evidence over the last year from two larger senior living companies to show why they believe mobile phone search will prove to be an effective technique for generating qualified leads who will visit.

OUR TWO BEST IDEAS: HOW WE EXECUTE THE NUTS AND BOLTS OF THE THREE RULES OF OCCUPANCY

MODERATOR: JACK MCCARTHY, PRESIDENT, REVENUE LEVERAGE

PRESENTERS: GREG JOYCE, PRESIDENT, LEGACY RETIREMENT COMMUNITIES
PATRICIA COKINGTIN, V.P. SALES & MARKETING, AMERICARE
MAX CAMERCLAIN, V.P. SALES & MARKETING, CHARTWELL SENIORS HOUSING

Mr. Joyce was an early adopter of the “Sincerely Person Centered” style of styles engagement and has kept their 4 projects over 99.5% for the last 4 years. He will share their best ideas to help you make a breakthrough in tenacity.

Patricia Cokington of Americare will share how they have driven deep into their culture this style of selling and of working together for over 80 communities operating at 92% average occupancy as of the second quarter of 2012. We believe Americare is the largest company in the industry with the highest average occupancy rate. Mr. Camerlain will also discuss how a very large company can employ these ideas to achieve better than average occupancy and build a true sales culture.
USING WELLNESS AS A BENEFIT: SELLING THE SIZZLE WHILE PROVIDING REAL STEAK

PRESENTERS: JOY LOVERDE, DIRECTOR, PARTNERSHIP DEVELOPMENT, MASTERPIECE LIVING

Joy Loverde is the author of the “Complete Eldercare Planner” and heads the marketing effort for the “Masterpiece Living Communities”. This group has pioneered the wellness effort among full service retirement communities, and there are now close to 60 communities in the Group. Masterpiece Living Communities’ approach is backed by extensive research on wellness by some of the top experts in the USA. Ms. Loverde will address how to use wellness as a selling benefit.

USING THE INTERNET LEAD GENERATING FIRMS: HOW TO DISTINGUISH WHICH ONES PRODUCE THE BEST LEADS AT THE BEST PRICE

PRESENTER: JOE ROCHE, PRESIDENT, ROCHE ASSOCIATES

There are now numerous internet lead firms including “Place for Mom”, “Seniors for Living”, “Senior Homes.com”, “Caring.com” and on and on. Counting local and regional companies, there are now hundreds of online lead generating companies for independent living and assisted living. The truth is many of these companies provide no value, but a few can if you know how they work, how they make money and how they operate.

In addition, this session will discuss the online directories and the newer franchise groups (Alwaysbestcare.com), which seek to develop leads from the local health care network.
THE 2012 ADVANCED SALES & MARKETING SUMMIT FOR THE SENIORS HOUSING, ASSISTED LIVING AND NURSING INDUSTRIES
DEC. 3-4, 2012  MONTELUCIA RESORT & SPA  SCOTTSDALE, AZ

“Why Are CEOs and EDs Satisfied With 88% Occupancy... Is This Not Financial Indifference to Investors?”
BRAD DUBIN,
Principal, Bloomfield Senior Living

2 EASY WAYS TO REGISTER:

FAX THIS FORM TO: 866-207-0256 (secure line)

OR MAIL TO:  BEST PRACTICE SEMINARS, INC.
C/O CONFERENCE MANAGEMENT
3604 TWISTED TREE LANE
JACKSONVILLE, FL 32216

CONFERENCE VENUE:
Montelucia Resort and Spa
4949 E. Lincoln Drive
Paradise Valley, AZ 85253
888-627-3010

Special Hotel Rates are Available Until October 30th

REGISTRATION FEE:
$1,295 per person. $1095 if received prior to October 30th 2012. Discounts are available for 5 or more attendees from the same company. Please call 610-853-9801 for rates. Hotel rates are separate. Please make hotel reservations early. HOTEL WILL SELL OUT! Please do not send the conference registration form to the Hotel, but to the fax number or address for Conference Management listed above.

HOTEL INFORMATION AND CANCELLATIONS:
To secure reservations at a special group rate of $229 per night at the Montelucia Resort and Spa call 888-627-3010 and ask for the group rate for Best Practice Seminars. You must call by October 30, 2012 to get the group rate. The backup hotel is the Arizona Biltmore at 602-955-6600, which will also offer the $229 rate until the room block is gone; or use Hotels.com. The hotel will sell out, so please make hotel reservations early! Should you be unable to attend, a refund less a $195 administrative charge will be made for cancellations received in writing before November 14, 2012. No refunds will be made for cancellations after this date. Substitutions may also be made up to November 21, 2012.

CONFERENCE — REGISTRATION FORM

Please register the following delegate for “The 2012 Summit”
Mr./Mrs./Ms.: __________________________________________________

Title: ___________________________________________________________

Organization: ___________________________________________________

Address: _______________________________________________________

City/State/Zip: __________________________________________________

Phone: ________________________ Fax: __________________________

Email: __________________________________________________________

(for registration confirmation only)

Payment enclosed (please make check payable in U.S. funds to Best Practice Seminars, Inc.)

Please charge by credit card (please print neatly):

☐ VISA  ☐ MasterCard  ☐ American Express

Card # ________________________________________________________

Exp. Date ______________________________________________________

Signature ____________________________

FOR OFFICE USE ONLY:

DATE RECEIVED: ____________________________

AMT. PAID:_____________ METHOD:_____________