

Marketing Your Facility

5 CEU'S FOR RCFE AND ARF ADMINISTRATORS

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Course Objectives

01

Identify who
your customers
are

02

How to find and
KEEP residents

03

Learn customer
service skills

04

Advertising your
facility through
social media
and the internet

Definitions

DSS = Department of Social Services

RCFE = Residential Care Facility for the Elderly

ARF = Adult Residential Facility

LPA = Licensing Program Analyst

SNF = Skilled Nursing Facility

AB = Assembly Bill

SB = Senate Bill

Resident = anyone living in long-term care

Sources

Many sources were consulted to prepare this course.

At the end of the course, these sources are listed.





Marketing Your Facility

Let's start with the customers

THE ROLE OF MARKETING

IDENTIFY CUSTOMERS

- Understand customer wants and needs
- Identify whom to target and how to reach them

SATISFY CUSTOMERS

- Make the right product or service available to the right people at the right time
- Make everyone feel better off from the exchange

RETAIN CUSTOMERS

- Give customers a reason to keep coming back
- Find new opportunities to win their business

Who is
your
target
audience?



Target Audience

Your marketing efforts should be focused on reaching:

1. family members for RCFE's and Regional for ARF's
2. prospective residents seniors for RCFE's



Target Markets

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Your target market will depend on the type, size and location of your facility.

Types of facilities include:

- Independent (no services)
- Assisted Living
- Alzheimer's/dementia specialized care
- Adult residential facilities (specializing in various needs, such as developmental disabilities)

Target Market

Target market = independent residents

- ✓ Average age 80
- ✓ No need for services (ADL's)
- ✓ Looking for convenient location
- ✓ Wants to maintain his/her independence
- ✓ Need to feel safe/secure
- ✓ May have to sell their house or downsize
- ✓ This type of resident is able to "shop around"

Target Market

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Target market = assisted living residents

- ✓ Average age 85
- ✓ Need for services (ADL's)
- ✓ Wants/needs to be closer to family
- ✓ Wants to maintain his/her independence but needs support services and supervision
- ✓ May have issues with isolation, loneliness
- ✓ May have to sell their house or downsize
- ✓ This type of resident may be able to "shop around" but this move is need-driven

Target Market

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Target market = Alzheimer's/dementia residents

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- ✓ Average age 85
- ✓ Need for services (ADL's)
- ✓ Wants/needs to be closer to family
- ✓ Needs supervision for safety
- ✓ May have issues with wandering, not eating, etc.
- ✓ This is totally need-driven

Target Market

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Target market = adult residents with specialized issues, such as a developmental disability

- ✓ Age between 18-59 (but could be older)
- ✓ Need for services (ADL's)
- ✓ Wants/needs to be closer to family
- ✓ Needs supervision for safety
- ✓ May have learning disabilities, developmental disabilities or physical disabilities
- ✓ This is need-driven

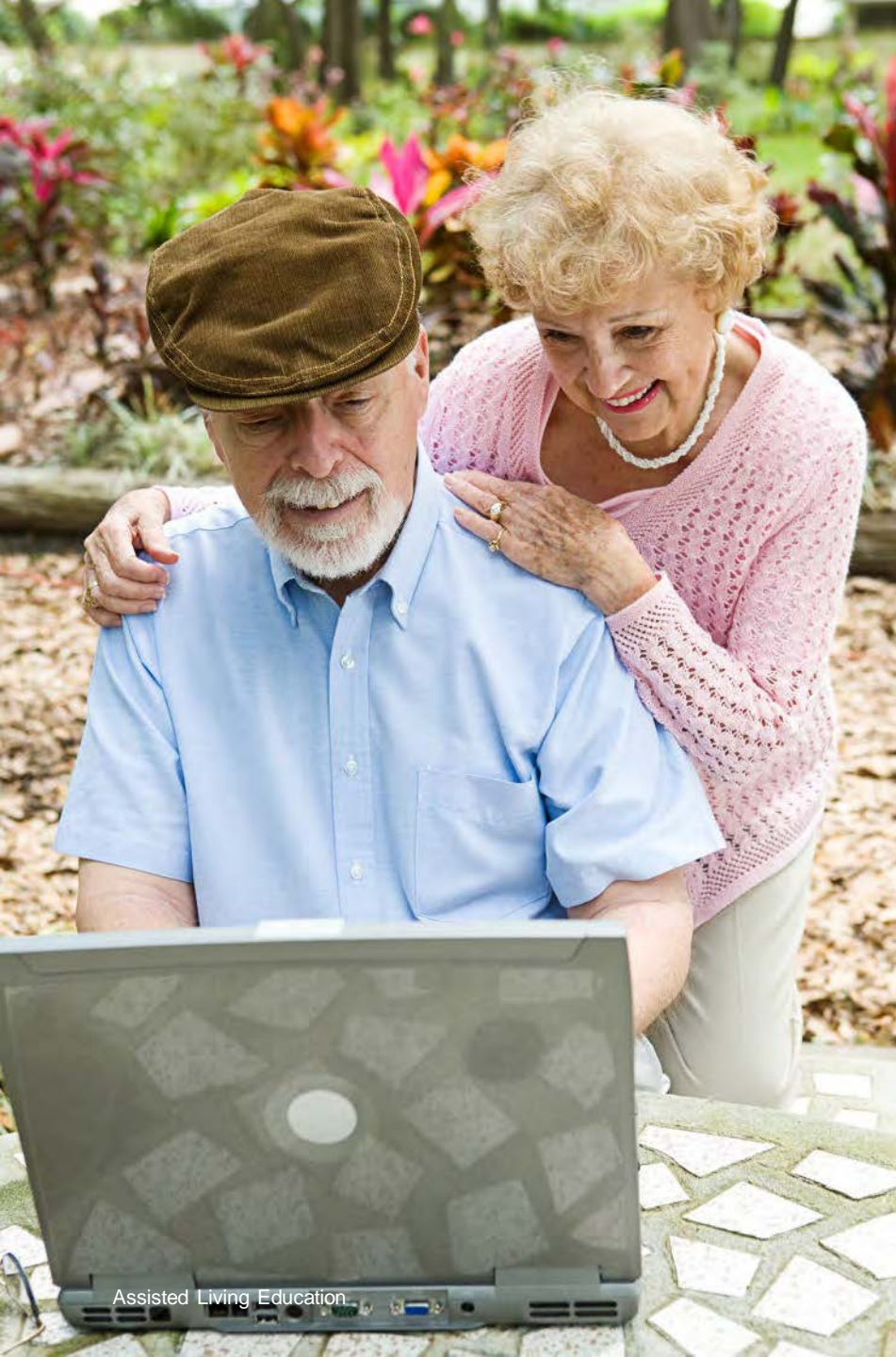
Target Market

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Target market = adults wanting to move their parents

- ✓ Average age 60
- ✓ Sees that their parent needs services (ADL's)
- ✓ Wants/needs parent closer to them
- ✓ May have issues with moving their parent, such as guilt
- ✓ This is need-driven

SOCIAL MEDIA, INTERNET AND MARKETING



Creating or Enhancing your Website

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How effective is your website? Are you getting leads from it.....or complaint calls or worse.....no calls?!?!?

Using Business News Daily's* 12 tips, you can create or update your website to make it more effective. They include:

1. **Make your site mobile responsive.** Per Business News Daily*, "American adults spend more than five hours on their mobile phones every day, while more than one-third do all of their shopping online via mobile device. Needless to say, your business's mobile website must offer a positive user experience. If potential customers land on your site but find it difficult to read or navigate on a mobile device, they may simply abandon you in favor of a competitor."

*Source: <https://www.businessnewsdaily.com/9811-effective-business-website-tips.html>

Creating or Enhancing your Website

2. **Make it easy to find!**

You need a domain name that either matches your company name or describes your business in some way. *What types of descriptions will you use to describe your business?*

*Source:

<https://www.businessnewsdaily.com/9811-effective-business-website-tips.html>



Creating or Enhancing your Website

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3. Place your contact information above the fold.

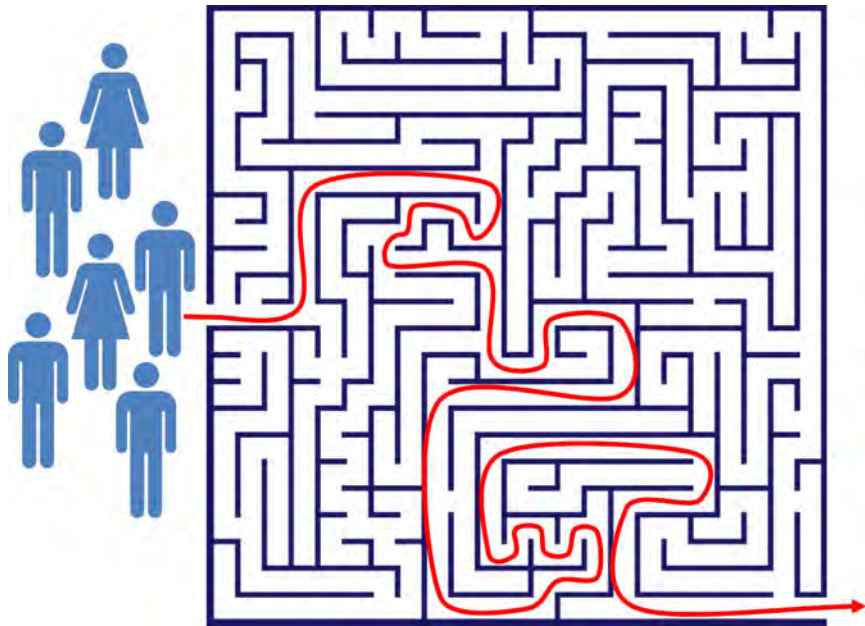
Your contact information should be visible, preferably at the top of the homepage, so that visitors do not have to search for a phone number or address if they want to contact the business,”

Also, if you use social media to connect with customers, put your social links in the website header or footer, where they are easily found.



Creating or Enhancing your Website

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4. Make it easy to navigate.

Web designers advise limiting your top-level navigation menu to **five** clearly labeled tabs, with related pages organized under them.

You should also offer a clear way to get back to the homepage no matter where your users land.

Creating or Enhancing your Website

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5. Keep your pages uncluttered.

If a site has too much information, it overloads the mind, making it unable to retain the new information.

Creating or Enhancing your Website

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6. **Make sure it's accurate.**

No wrong number, outdated product information or simple grammatical errors!

7. **Respect the need for speed.**

A study by digital marketing company Akamai found that 88.5% of web users will leave a website if it loads too slowly. Furthermore, the time it takes to load a webpage affects the purchase decisions of nearly 70% of online shoppers.

Make sure your website runs smoothly by keeping the software up to date, optimizing videos and images for quicker downloads, and using a website host that can handle your bandwidth demands.

Creating or Enhancing your Website

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8. **Have a call to action.**

What does that mean? Each page on your website should entice the reader to do something (the need to give them a call to action).

These landing pages should encourage users to take a certain action, such as to call your company, sign up for a service, buy a product, download a whitepaper, or do something else that benefits your business goals.

Give them a noticeable invitation to take the action: a button, a link, or clear verbiage.

Creating or Enhancing your Website

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9. **Keep your design simple.**

DO: Short paragraphs and bullet points also make the information more scannable and likely to be read.

DON'T: use a lot of different fonts, colors, and GIFs.

10. **Get personal.**

Add pictures of you and your staff. Add pictures of your residents and family members (NOTE: you must have their written permission before doing so). Add pictures of residents participating in fun activities. Add pictures of your facility, the common areas, the yard, the model room(s). Add pictures of the meals you serve.

Creating or Enhancing your Website

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11. Make sure your website copy is customer-oriented.

Remember: who is your customer? A 20-year old? No – families and MAYBE an actual, potential resident.

When you are planning the content on your website, try to think about it from the customer's point of view. If you were a prospective customer, what information would be helpful to you? What level of knowledge or expertise would you have already, and what would you need explained in more detail? By focusing on your content from the customer's perspective, you can keep them on your site longer and are more likely to create a long-term relationship with them that results in a sale.

Creating or Enhancing your Website

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12. Incorporate SEO best practices.

You may have the best website in your industry, but it won't do you a bit of good if people can't find it.

When people are looking for information online, they go to search engines, especially Google. Usually, they find what they are looking for on the first page of the search results, so that is where you want your company to appear. How many times have YOU scrolled down past the first page??



Creating or Enhancing your Website

Who would like to share their company's website with the group for a discussion?



Social Media Users

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Per Forbes.com*:

“In 2023, an estimated 4.9 billion people use social media across the world.

The number of social media users worldwide has swelled to a record 4.9 billion people globally. What’s more, this number is expected to jump to approximately 5.85 billion users by 2027.

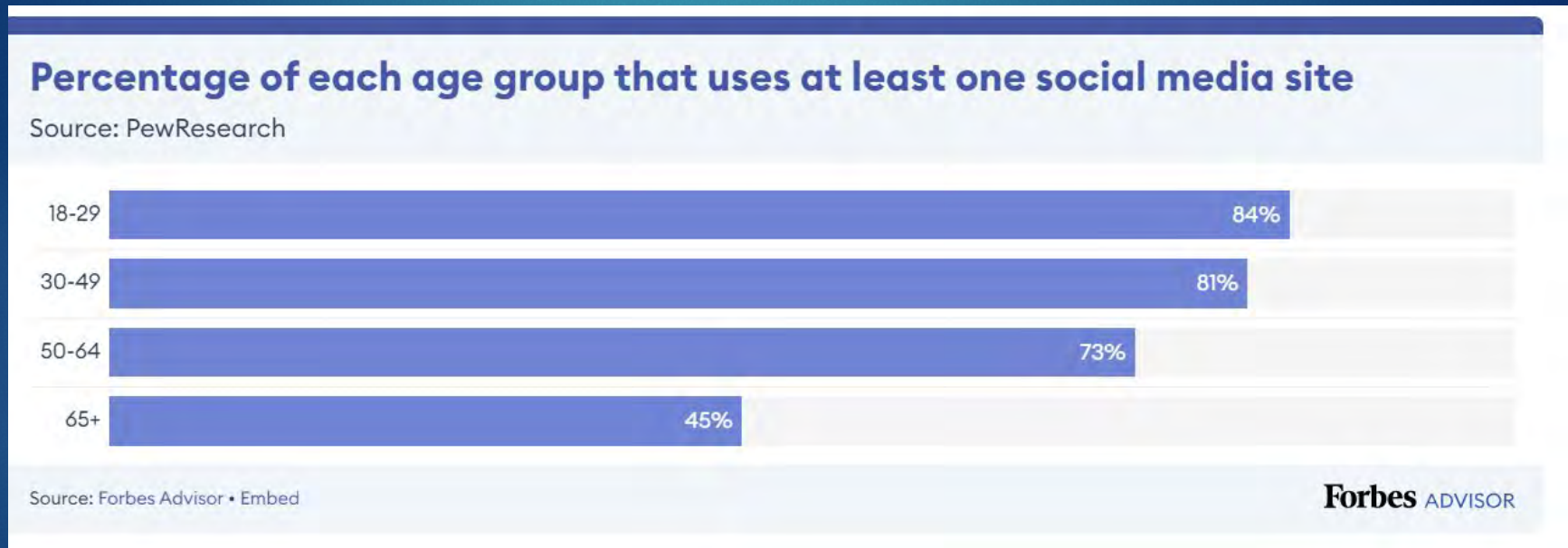
The most used social media platform in the world is **Facebook**, with 2.9 million monthly active users across the world. Facebook’s reign continues into 2023, but it doesn’t stand alone. **YouTube** is hot on its heels, clocking in with 2.5 million monthly active users.”

*Source: <https://www.forbes.com/advisor/business/social-media-statistics/>

Social Media Users

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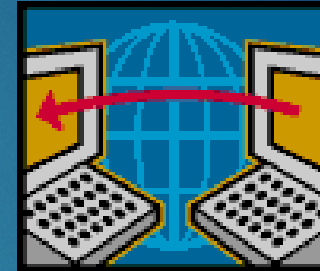
“Who’s Online” data:



What does this indicate? That YOU need an online presence!

What does all of this mean to your marketing?

- ▶ Consistent Communication
 - ▶ Update:
 - ▶ Facebook on a daily basis
 - ▶ Website
- ▶ Engaging the Audience
 - ▶ Campaign contest through Facebook. (i.e., Best Hairdo back in the 50's)
 - ▶ Newsletter, special announcements
 - ▶ Specials, Haven't heard from you, informative letters, etc.



What does it mean to marketing?

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Some facts to keep in mind:

1. Do not start campaigns if they will not be followed through.
 - ▶ Facebook
 - ▶ Contest
 - ▶ Website
2. Twitter is the hardest to oversee due to the constant communication to the public of families and friends. Must always be current within minutes for success.
3. Knowledge is power. Add:
 - ▶ Articles to families
 - ▶ Information articles from physicians
 - ▶ Testimonials
4. Never ignore a negative comment posted.

How Do You Turn Internet Leads Into Leases?

- **Don't Give Up!** — Studies show that 48% of salespeople give up after the first contact and 25% after the second. In some cases, a prospect may simply need additional time to sort through the information he has gathered. Stay in touch with your prospect either via email or by telephone.
- Your prospect will be more attentive to your messages and calls if he knows you are truly interested in ensuring he finds the right place to live. In every follow-up effort, resell your product, your services and you. This will help the prospect to remember what you have to offer.
- Suggestions: find out their birthdays, anniversaries, interests, etc. Follow-up with cards, small inexpensive gifts. Remember...you can make a lasting impact.

How Do You Turn Internet Leads Into Leases?

- ▶ **Address Specific Needs** — When it comes to responding to leads, no prospect wants to receive a generic answer to their specific questions. Since it is proven that Internet prospects are expecting a fast response and are generally more prepared to make a decision to rent, it is especially important that you talk about a specific apartment complete with location, features, price, and date available (when possible) as opposed to a floor plan style and a general price range. Be sure to use this opportunity to create a sense of urgency! This may be the only apartment that you have that has ALL of the features that the prospect is looking for in his time frame.

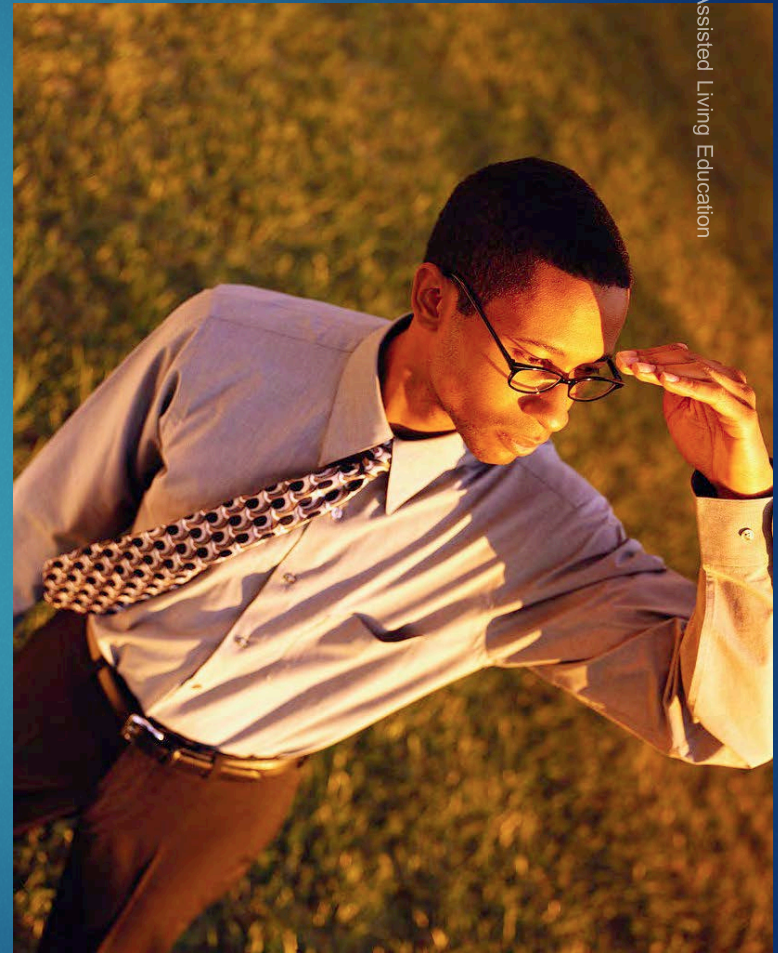
How Do You Turn Internet Leads Into Leases?

- ▶ **Set Yourself and Your Community Apart** — Expect that your prospect is shopping 5-7 other communities in your area. With this in mind, how will you ensure that your facility is memorable? Many times the answer is simply in your vocabulary. See the following list for some examples.
 - ◆ Instead of “large floor plans”, try “substantial living space”
 - ◆ Instead of “huge closets”, try “exceptional closet space”
 - ◆ Instead of “oversized patio/balcony”, try “outdoor living area”
- ▶ Pick up a thesaurus and try some new words. You will find this is a great way to freshen up your presentation and create more desire for what you are selling.

Getting Them In The Door

Marketing

Where am I
going to find
residents?

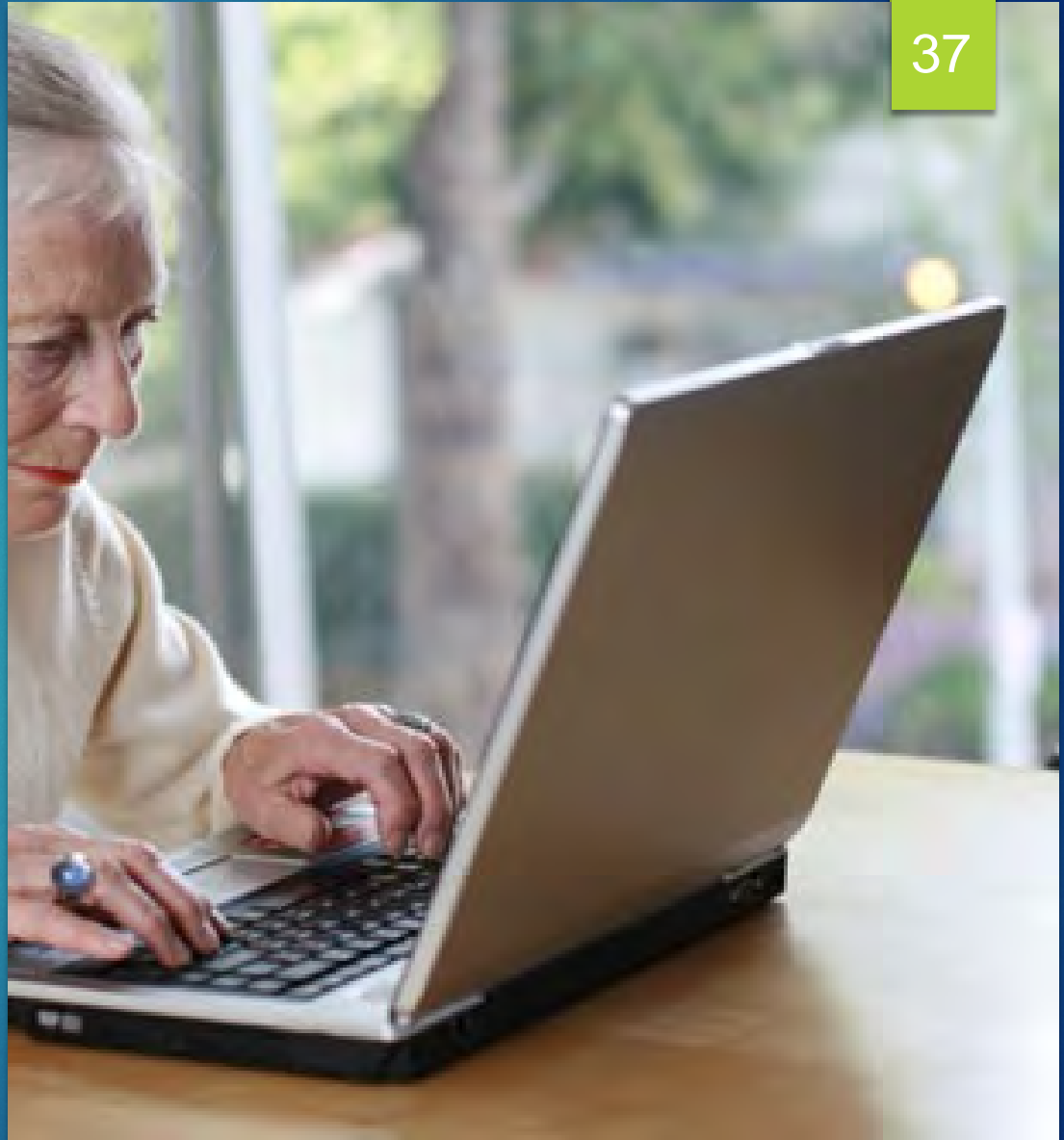


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Resident Sources

Internal Sources:

- 😊 Your current residents
- 😊 Your current family members
- 😊 Their friends
- 😊 Your employees
- 😊 Your employees' family members
- 😊 Your employees' friends



Resident Sources (cont'd)

Internal Sources (cont'd):

- 😊 Your residents' guardians or conservators
- 😊 Any vendor coming into your building – oxygen vendor, home health nurses, physical therapists, SYSCO delivery people, UPS and Amazon delivery people, physicians, etc.



Resident Sources (cont'd)

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External Sources:

- 😊 Your competition
- 😊 Senior organizations
- 😊 Senior services
- 😊 Adult day care
- 😊 Alzheimer's Associations
- 😊 Support groups



Resident Sources (cont'd)

External Sources (cont'd):

- ☺ Referral agencies
- ☺ Senior apartments
- ☺ Senior centers
- ☺ Area Agency on Aging
- ☺ DSS website
- ☺ Churches, temples, synagogues
- ☺ Hospitals, discharge planners, case managers, physicians
- ☺ Pharmacists

Resident Sources (cont'd)

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External Sources (cont'd):

- 😊 Your Ombudsman
- 😊 Local police department
- 😊 Local fire department
- 😊 Realtors/brokers
- 😊 Beauty salons/nail centers
- 😊 Attorneys
- 😊 Mortuaries

Resident Sources (cont'd)

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External Sources (cont'd):

- 😊 Library
- 😊 Civic Centers
- 😊 Direct mail
- 😊 Internet
- 😊 Newspapers
- 😊 Radio
- 😊 Cable TV specials
- 😊 Yellow pages



Resident Sources (cont'd)

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External Sources (cont'd):

- 😊 Barber shops
- 😊 Country clubs
- 😊 Florists
- 😊 Hearing aid centers
- 😊 Optometrists
- 😊 Rehab centers
- 😊 Skilled nursing/acute care
- 😊 Dentists
- 😊 AARP



Resident Sources (cont'd)

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External Sources (cont'd):

- ☺ CPA's, income tax preparers
- ☺ Veterinarians
- ☺ Civic organizations (Rotary, Soroptomists)
- ☺ Senior citizen volunteer groups
- ☺ Community service groups
- ☺ Health clubs
- ☺ Local senior clubs (bridge, dancing)
- ☺ American Red Cross
- ☺ Veteran Organizations

Resident Sources (cont'd)

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External Sources (cont'd):

- ☺ American Lung Association
- ☺ American Diabetes Association
- ☺ American Heart Association
- ☺ Parkinson's Support Group
- ☺ Stroke Support Group
- ☺ Adult Day Care Centers
- ☺ Hospice agencies

Marketing

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Create an activity that will draw in customers.....

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- ★ Host a polling site
- ★ Host a group meeting
- ★ Showcase an educational speaker
- ★ Have a pumpkin patch onsite
- ★ Allow clubs to meet at your facility (if appropriate)
- ★ Have a holiday party
- ★ Have a luau or similar party

Curb Appeal

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OK – so you've advertised your facility and the person drives by to check it out.

How does your facility look?



Curb Appeal (cont'd)

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- ✓ Facility clean, painted
- ✓ Landscaped, trees trimmed, weeds pulled
- ✓ Curbs painted – not chipping
- ✓ Address is clearly indicated
- ✓ No trash, litter in front
- ✓ Do you have signage? Is it visible?
- ✓ Residents are not sleeping in front
- ✓ Ashtrays, if visible, are emptied and clean
- ✓ Parking is available for prospect

Marketing Events

What is the goal of a marketing event?

- Getting people in your door!
- Informing people about your facility
- Informing people about assisted living, ARF's, etc.

GET THEM IN THE DOOR!

Marketing Events (cont'd)

- Educational speakers
- Government officials
- Parties, such as a luau
- Holiday events
- Religious events
- Polling site (voting)
- Open Houses
- "Meet the new Administrator"
- Craft show
- Local dance school show
- Ribbon-cutting event for a new facility

Marketing Events (cont'd)

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Either create your own
marketing event

or

Sponsor a marketing
event

Example: be a sponsor
of the Alzheimer's walk,
donate money to a
"cause" and be listed on
their flyer, etc.



Marketing Events (cont'd)

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Casino Night



- Host this with a local charity
- Make sure this charity is well-known with
- very active members
- “Sell” tables to businesses, etc. that want to host a table

Marketing Events (cont'd)

54

Host a Holiday Boutique

Make it a fundraiser or co-host it with a local charity (Alzheimer Association?)

Be sure to advertise.



Marketing Events (cont'd)

Volunteer Appreciation Lunch/Happy Hour/Tea

Ask your Chamber of Commerce for a list of your local service organizations.

Contact them to see if they would like to nominate any of their volunteers (5 per organization?).

Be sure to advertise.

Marketing Events (cont'd)

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_____ (fill in the blank) Happy Hour

- Realtors – this benefits you and them. Some residents need to sell their house to move into your facility – help them.
- Nurses – ask your residents if they know any nurses who need to be recognized and appreciated.

Marketing Events (cont'd)

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Invite the Long-Term Care Insurance agents/brokers in for a tour/lunch/Happy Hour Why?

- ★ Do you know that long-term care insurance *may* cover assisted living as long as at least 2 ADL's are provided?
- ★ If the sales people are selling/promoting this, they may refer you to their clients!

Marketing Events (cont'd)

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What are you an expert on?

Assisted Living or Adult Residential Living

- ✓ Share your knowledge.
- ✓ Prepare a 30 minute “seminar” and find an audience.
- ✓ Audience ideas: local senior center, senior apartment community, etc.



Marketing Events (cont'd)

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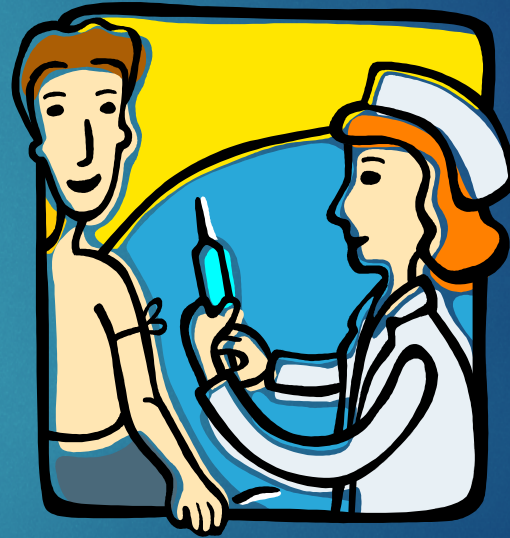
Flu shot clinic

Blood pressure clinic

Health Fair

Hearing testing clinic

Vision testing clinic



Marketing Events (cont'd)

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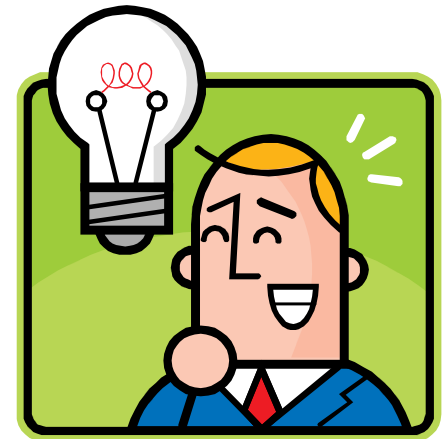
- ❖ If you have a condo or housing development in your area without a clubhouse or meeting room, offer to host their monthly Board Meeting.
- ❖ Host other meetings, as well. Rotary, Soroptomists Club, Women's groups, Men's group, etc.



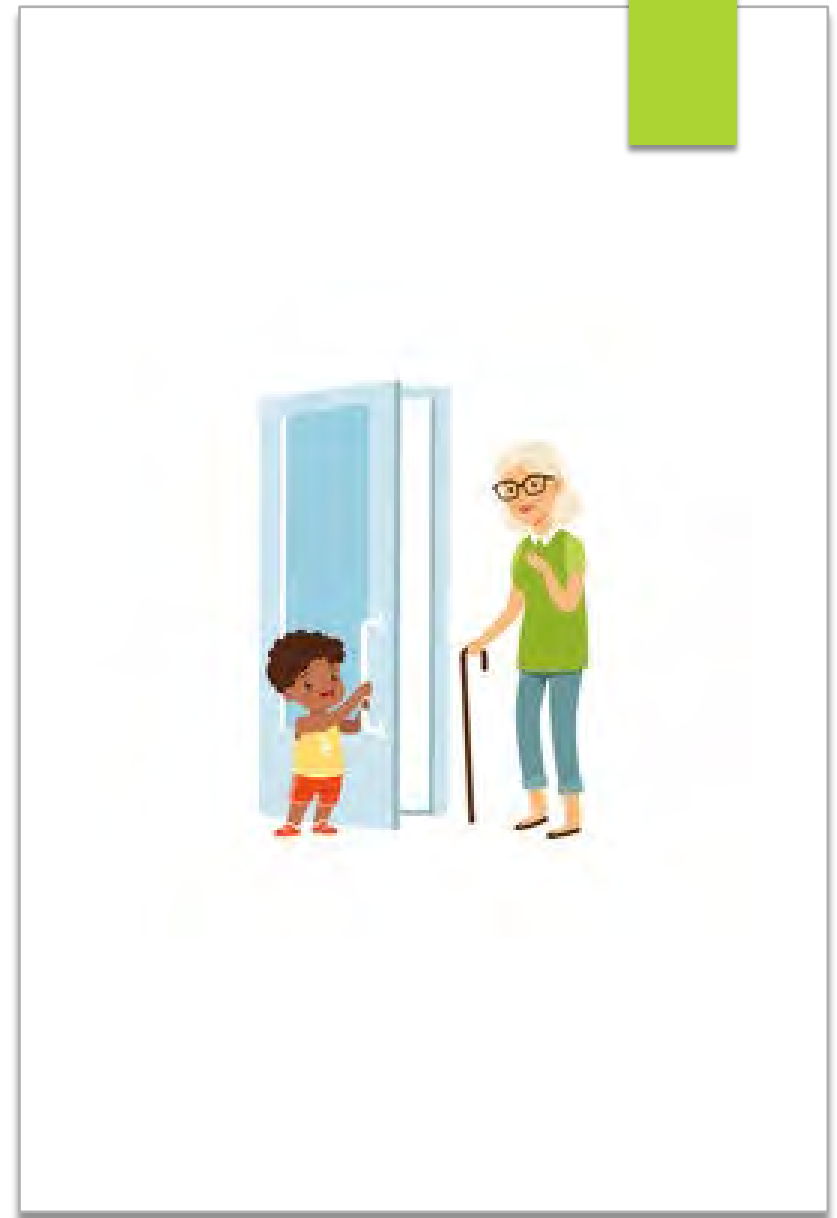
Idea....

When you take your residents to the doctor, do you leave anything with the front desk, like cookies or pens or cupcakes or.....?

Be sure to include information about your facility!



They're here.....



Touring

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- ▶ OK – they like the look of your facility.
- ▶ Now they come in for a tour.....

Touring (cont'd)

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Assisted Living Education

What is your ultimate goal for a tour?

Hand you a check? Yes, but.....

You want them to remember you
because you know they will be
touring other facilities.

Create a memorable experience!

Touring (cont'd)

REMEMBER –
YOU ARE THE
SOLUTION TO
THEIR PROBLEM!


Touring (cont'd)

66

What is the **first** thing your prospect is going to see?
Sleeping residents? Activities?



What is the first thing your prospect is going to smell?
Hear? Feel?



Do you have a designated person for the prospect to meet with?

Touring (cont'd)

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Do you have a designated office or quiet place to sit down and discuss why they are there?

Offer them a refreshment.

Do you have printed material to hand them?

If you can, try to find out their HOT button so you can plan your tour accordingly.



What is
their HOT
button?

Marketing

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Once you identify the person's HOT button, you can focus your marketing on their need.

How do you find out what their HOT button is?

1. Ask them!
2. Interview them;
3. Observe them;
4. Ask them open-ended questions; and
5. LISTEN!!!

Marketing 101

HOT button – not eating properly

- ▶ Market food service!

HOT button – lonely

- ▶ Market activities!

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Touring

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1. Introduce yourself and ask their name. If they give you both first and last names, ask them if you can call them by their first name.
2. Create a tour path and have it ready at all times.
3. Only take the prospect to rooms/apartments that suit their need.
4. Do you have a model?
5. Show a resident's room, if possible.

Touring (cont'd)

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6. As you tour, introduce the prospect to other residents.
7. Also introduce the prospect to residents with similar likes, background, needs, etc.
8. Introduce the residents to staff.
9. Get them to agree with you that ____ (whatever need) can be met at your facility.
10. Have your staff interact with the prospect.

Models

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- ❑ Do you have a model room set up?
- ❑ Can the resident rent that actual room if they want it?
- ❑ Is it prepared every morning?

Models (cont'd)

Morning Model Checklist:

- ✓ Turn on the lights
- ✓ Turn on the heat or A/C
- ✓ Dust and straighten up
- ✓ Open window blinds/shades
- ✓ Turn on the radio or music
- ✓ Does it smell nice?





The Elements of a Knock- Your-Socks-Off Presentation

The knock-your-socks off presentation

1. Establish a friendly and comfortable atmosphere before beginning the presentation.

Establish some common rapport.

If they don't like or trust you, they won't move in.

Be interested and friendly.



The knock-your-socks off presentation

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2. Determine their HOT button and design the tour around it.

Why is the prospect in your facility today? Focus on that.

Plan your tour accordingly.

The knock-your-socks off presentation

3. Be the most positive, most enthusiastic person on the face of the earth.

Positive attitude and enthusiasm is contagious (and attractive).

Let your desire to help the prospect shine through.



The knock-your-socks off presentation

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4. Build confidence, trust and credibility as you go.

Prospects will gain confidence that they are making the right decision if you are confident that your product can help them.

A prospect must 'buy' you before they 'buy' you.

The knock-your-socks off presentation



5. Ask intelligent questions.

The easiest way to build confidence and trust is through insightful questions.

You are the expert!

Convey that message.

The knock-your-socks off presentation

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6. Involve the prospect.



The sooner you gain their involvement, the easier it is to gain understanding and confidence.

Ask questions.

The knock-your-socks off presentation

7. Use testimonials when the time is right. Testimonials are the best proof you've got.

Use them to overcome doubts, objections or specific issues that are blocking the sale.

Talk to residents and other staff members.

The next best things to testimonials are references to similar situations – “Just last week, we had a resident move in with a situation like yours....” Introduce that resident, if appropriate.

The knock-your-socks off presentation

8. Ask approval questions to gain understanding.

Gaining approval on small points along the way leads to getting approval at the end.

Question like, "Don't you agree?" or "Do you see how this can help your mom?"

This will set you a "yes" tone in your prospect's mind.

The knock-your-socks off presentation



9. Learn to recognize buying signals.

These are usually revealed in the form of a question about when an apartment is available or the price.

Start your closing process when you hear those.

The knock-your-socks off presentation

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10. Assume the sale.



Use phrases like “Once your mom moves in with us, you’ll see how much easier it’ll be on you not worrying about her all the time” or make a statement that relates to their HOT button.

The knock-your-socks off presentation

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11. Have fun, smile and relax.

You are more attractive to a prospect when they can see that you really like your job and your facility.

This isn't brain surgery, it's helping people!



Closing the Deal

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The prospect
likes your facility,
but.....

99% of the time,
there will be a
“but”

Closing the Deal (cont'd)

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Possible hurdles to closing the deal:

- ☹ Price
- ☹ Room/apartment too small/large
- ☹ Too far from activities/dining room
- ☹ Not ready yet
- ☹ Everyone is too old here!!!!
- ☹ Can't meet need
- ☹ Not close enough to children
- ☹ Etc., etc., etc.....

Closing the Deal (cont'd)

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- ★ Objections are good! They are, in fact, buying signals!
- ★ Prospects who don't have qualms or questions, who don't need reassurances or clarifications, have either lost interest or don't need our product – they just walk out the door.
- ★ This is your chance to overcome their objections and ask for the sale!

Closing the Deal (cont'd)

Different types of closing techniques:

1. "Choice" close
2. "Hard to get" close
3. "Assumptive" close
4. "Sell it with love" close
5. "Follow the leader" close
6. "Test drive" close



Closing the Deal (cont'd)

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The Choice Close

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Give them a choice!

"Mr. Jones – would you like apartment 107 or 108?"

*Note – this only works when you've confirmed the prospect's interest and have heard concrete buying signals before you deliver it.

Closing the Deal (cont'd)

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The Hard to Get Close

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Don't we always want what we can't have?

Create a sense of urgency – "it's the last 1-bedroom left."

*Note – don't use this if you've shown them 5 1-bedrooms!!!

Closing the Deal (cont'd)

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The Assumptive Close

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Assume that your prospect wants the apartment/room and ask for the reservation!

The worst thing they can say is no.

Closing the Deal (cont'd)

94

The Sell it with Love Close

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Tell the (senior) prospect –

You are so lucky to have a son/
daughter that loves you enough
to have you live here at the best
facility in Orange County!

How could the son/daughter respond to that???

Closing the Deal (cont'd)

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The Follow the Leader Close

People are strongly influenced by the knowledge that you sold to prominent people.

For example, do you have a celebrity living in your facility? A famous family member?

Closing the Deal (cont'd)

96

The Test Drive Close

If you sense their hesitancy, offer them a guest or respite stay.

It's easier to transition them into a permanent resident if they are already staying with you....and liking it!

Closing the Deal (cont'd)

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You should always do the following for EVERY tour:

1. Thank them for coming in.
2. Give them something to remember you by (marketing material, gift, etc.).
3. Send them a thank you note or card.
4. Put them in your database for future events, specials, etc.



Keeping your customers



Customer Service

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OK – you got them....now what?

You have to provide the best customer service you can – create raving fans!



Customer Service (cont'd)

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The Guest – video and discussion

The way your staff treats a guest or resident determines your success or failure.

Guests will return to a facility where they are made to feel **welcome** and **appreciated**.

Customer Service (cont'd)

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Assisted Living Education

How does your staff interact with visitors?

How do your residents interact with visitors?



Customer Service (cont'd)

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The customer service basics:

1. Answer your phone
2. Do not make promises unless you WILL keep them!
3. Listen to your residents, customers
4. Deal with complaints quickly
5. Train your staff
6. Give the best resident care possible
7. Be helpful – even if it means helping your competition

1. Answer your phone.



- Someone must answer your phone – a live person.
- Forward your phone to your cell phone if you have to, or hire an answering service.
- You do not want your phone to go into voicemail.

2. Don't make promises unless you WILL keep them!

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- Over-promising and under-delivering
- Reliability and honesty are the keys to any good relationship.
- Think before you promise – nothing annoys customers more than a broken one.

3. Listen to your residents, customers

- Really, truly listen – with your ears open.
- Try not to take notes in front of them – do it later.
- They will eventually tell you what you need to know – their “HOT” button.

4. Deal with complaints quickly

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- No one likes hearing complaints but deal with them – the person may be right!
- Don't fall for the "can't make everyone happy all of the time" theory.
- Maintain an open door policy – if the resident isn't complaining to you, they are most certainly complaining to their family, friends, etc.

5. Train your staff

- Does your staff know what customer service means?
- Are they inviting guests in and making them feel welcome?
- Empower your staff to make decisions if you're not around.

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6. Give the best resident care possible

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- Do you have happy residents?
- Do they participate in your activities program?
- Do they like your food?
- Are they clean, well-taken care of and satisfied?

7. Be helpful – even if it means helping your competition

- Refer residents to your competitors if you are not able to accommodate them.
- Obviously, make appropriate referrals.
- Spend the time – they may not need you now, but they may in the future....or they may have a friend who needs you...

Customer Service (cont'd)

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Assisted Living Education

The Nordstrom Factor

- Hire people who enjoy people and who are excited about the job.
- Hire the smile, train the skill.
- Hire the personality and the confidence.
- Hire people who share your values.
- Involve potential coworkers or team members in the interview and hiring process.
- Treat employees with dignity and respect.
- Invest in the people who are cut out for service .

Telephone and Internet

111

Assisted Living Education



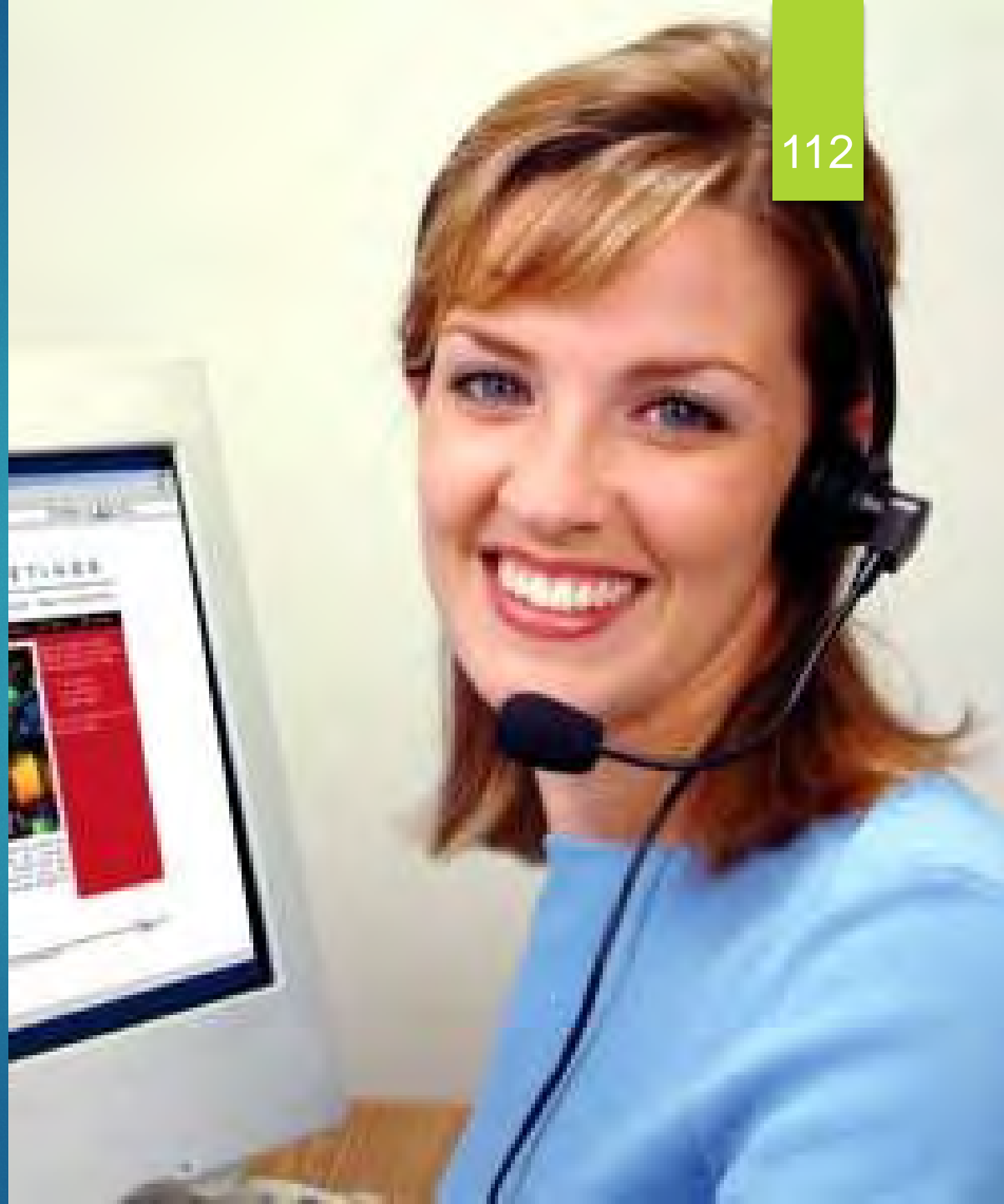
Are you on the Internet?

How are people going to find you?

Telephone Etiquette

- ☐ The telephone may be the first contact you have with a prospect.
- ☐ The way you answer - and who answers - your phone is the customer's first impression of your facility.

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Telephone Tips

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1. Answer all incoming calls before the third ring.
2. When you answer the phone, be warm, enthusiastic and SMILE! Your smile can be "seen" through the telephone.
3. Answer with an appropriate greeting – but not too long. "Good morning, Sunshine Park." NEVER "HELLO?"

Telephone Tips (cont'd)

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4. Speak slowly and clearly – enunciate your words.
5. Reduce background noise – walk away from noise, if possible.
6. Control your language. Don't use "um" or "like" or industry abbreviations, such as ADL or RCFE.
7. If you don't know an answer, don't state that. State that you will try to find the answer.

Telephone Tips (cont'd)

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8. Try not to put the caller on hold. If you do have to, ask them if it is OK and make the time on hold as short as possible.
9. Check back with the person within 30 seconds to see if they wish to continue holding.
10. Never use the speaker phone. This gives the impression that you're doing something else while they're talking to you.

Telephone Tips (cont'd)

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11. If you have to take a message, make sure it is clear, complete and accurate. If you can't understand their name, ask them politely to spell it for you. Get the message to the correct person.
12. If you do have to return a call, make sure it is prompt.
13. Train every staff member that might potentially answer the phone.
14. Call your facility when you're not there to see if they are doing it correctly.

Telephone Inquiries

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It's typical that prospects call 4-5 facilities before they visit.



Use this initial call to try to build a rapport or relationship with the prospect.



Typical first question – how much?

Telephone Inquiries (cont'd)

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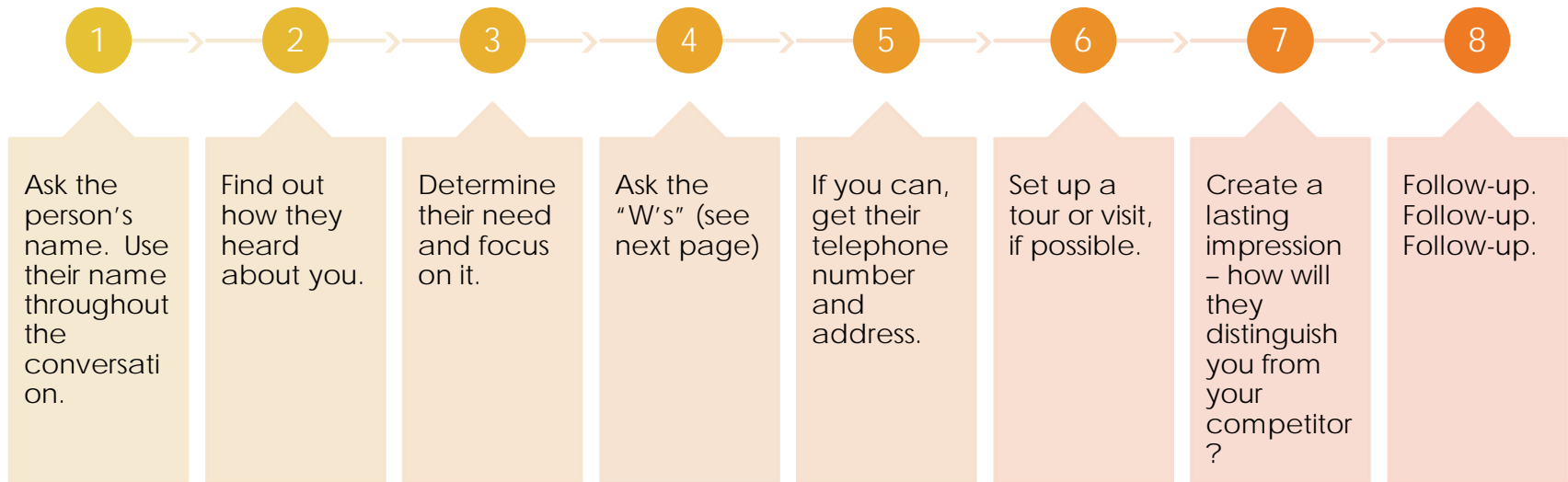
GOALS:

- ✓ To get them to come in
- ✓ To get them to set up an appointment for a tour
- ✓ To create interest and remember you



Telephone Inquiries (cont'd)

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Telephone Inquiries (cont'd)

The "W's":

Who.....is this for?

What....are they looking for?

Where....does the person currently live?

When....do they need this?

Why....do they need this?

Telephone Inquiries (cont'd)

- Also ask if anyone else is involved in the decision making.
- If so, can they come on the visit?
- You are trying to avoid "It looks good, but I have to have my sister/brother/pet see it, also" and you have to wait....

DSS Requirements

Q: What are the DSS requirements for advertising?

A: License number on all marketing materials



DSS Requirements

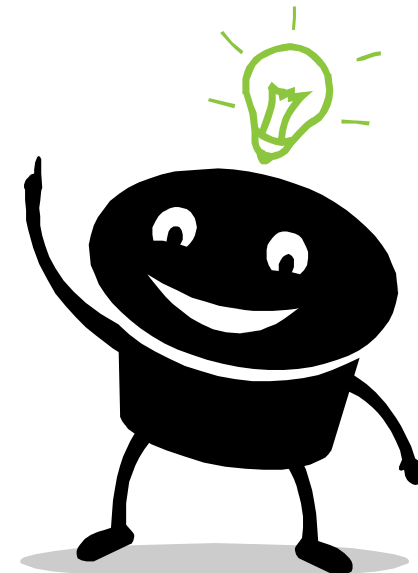
IF you are advertising that you accept residents with dementia, you **MUST** have a Dementia Plan of Operation and submit it to DSS. Address RCFE Sections 87705-07707 in this Plan.



Marketing Idea

Why not create “I’ve moved” cards for each incoming resident to send to their family and friends...and include your facility information on it?

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Editorial:

- A writing style used to express an opinion or reaction to timely news, event or an issue of concern.
- Most editorials are used to influence readers to think or act the same way the writer does.



Know Thy Competition

Your Competition

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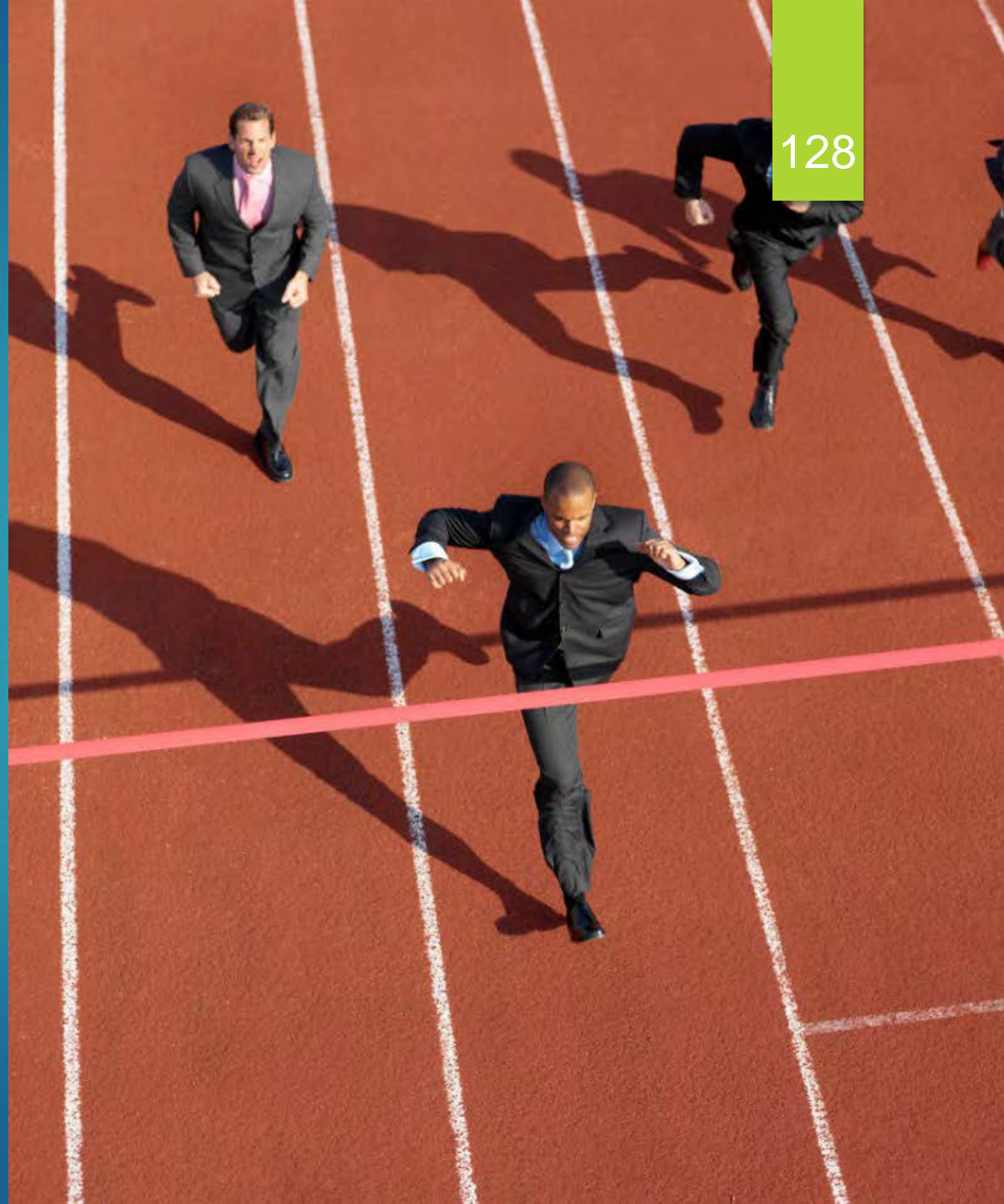
-  The small facilities in your community
-  The large facilities in your community
-  The person's own home

How do you know who your competition is?

If you do not know what your competition is charging and offering, then how do YOU know what to charge?

Your
Competition

How do
you
compete
with
each
type?



Sample Competition Survey

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Name and Address	Unit Type	Square Footage	Price	Move-in Costs	Specials
Acme Villa Irvine, CA 100 apts	Studio and 1 bedroom apts	550-700	\$2,700 to \$4,000 + services	\$1,000	1 month free
Sunshine Apts- Tustin, CA 6 bed	Shared 1 bedrooms	120	\$2,500 all inclusive	\$500	3 rd mo. free or waive move-in fee
Fun Guest Home- Irvine 6 bed	Shared and private 1 bedrooms	125-160	\$1,800 or \$2,700 all inclusive	None	None



Join Organizations

Community Organizations

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The local
Chamber of
Commerce –
why join?

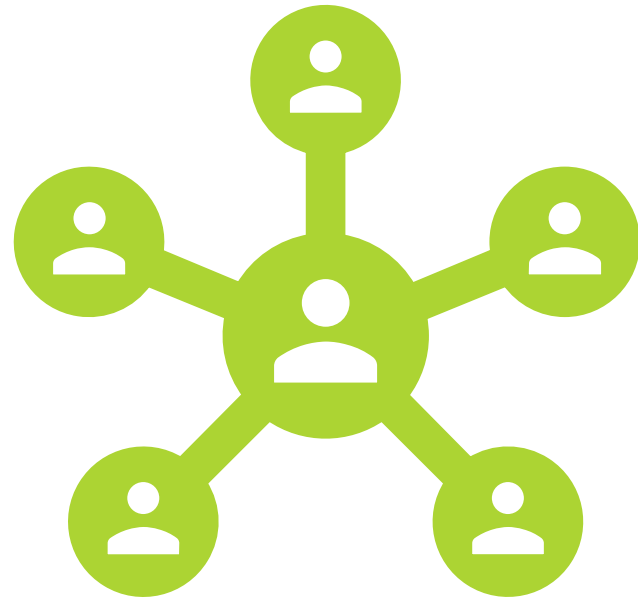
What is the
Chamber of
Commerce?



The Chamber of Commerce

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- **Member benefits:** links businesses with other business members, officers, leader and managers, and elected officials to enhance economic growth and development.
- Promotes your business with advertising, referrals, publicity (i.e., listing in their resource directory).
- Networking and social events you can participate in.



The Alzheimer's Association

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Advertise
in

You can advertise in their monthly newsletter, on their website or through their press releases

Host

Host a support group

Be

Be listed on their Senior Housing Finder list

The Alzheimer's Association

- ❑ The Alzheimer's Walk - sponsor, participate in walk or have an exhibit at the Walk
- ❑ Bring a group of your residents and families and create t-shirts advertising your facility!



Rotary Club

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- Rotary is a Service Club Organization formed to provide service to others
- Each Club has supports a cause or has a focus
- Club members meet once a week

Hosting Events

Girl Scouts/Boy Scouts

Dance troupes

Car show

Flu Shot Clinic

Hosting Events (cont'd)

Guest speakers:

Long term care insurance
providers

Physicians

Alzheimer's Association

Medicare specialist

Psychologists

Hosting Events (cont'd)

Monthly Ideas:

Minister breakfasts

Senior networking clubs

Tea with prospects

Craft fairs

Start a monthly lecture series

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Hosting Events (cont'd)

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Other ideas:

Invite your residents' physicians and nurses to attend an "appreciation" lunch or happy hour after work – serve food and/or drinks

Invite the Chamber of Commerce members to do the same

Hosting Events (cont'd)

- "Meet the new Administrator" open house
- Lunch-on-the-Run – ask your local physicians and/or nurses if you can bring them lunch in exchange for 30 minutes of listening about your facility
- Same as above but invite them to come see you.



Offering Incentives

Incentives

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- First, know what your competition is offering
- Offer price breaks on least-desirable units/rooms (i.e., far from dining room)
- First month's free rent, 3rd month free, etc.
- Reduction in the facility move-in fee
- Rent freeze for 1-2 years

Giveaway's

ALWAYS give your prospect a parting gift to remember you by – and your brochure/flyer and business card

Giveaway ideas:

- cookies in a nice bag, tied at the top with a ribbon and your business card
- a magnet
- a notepad and pen
- tea bags in a nice bag, tied at the top with a ribbon and your business card



Other ideas:

calculators

mugs

candy

coffee

pens

luggage tags

key tags

sticky note pads

calendars

frisbees

stress balls

letter openers

rulers

reusable tote-bags

Referral Programs

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Consider offering a referral to.....

employees
your current residents
family members

...that results in a move-in.

Keeping Residents





Are you providing what you're promising?

Areas to focus on:

- ❖ food service
- ❖ activities
- ❖ care

- 🍴 Is your dining room inviting?
- 🍴 Are there many complaints?
Are they valid?
- 🍴 Does your dining room smell?
- 🍴 Are the tables set up with
table arrangements, such as
flowers?
- 🍴 Is there background music?
Is there too much noise?

Food Service (cont'd)

- 🕒 Is the carpet/flooring clean?
- 🕒 Are your residents interacting or is it silent?

Larger facilities:

- 🕒 Are your servers dressed appropriately?
- 🕒 Does your chef walk through the room talking to the residents?
- 🕒 Do you have good meal choices?
- 🕒 Do you display your choices to see?



Activities

- ✧ Is there a variety?
- ✧ Is your calendar posted? Does it look nice?
- ✧ Do your residents participate?
- ✧ Are there many complaints? Are they valid?
- ✧ Are you addressing all of the Title 22 regulations regarding types of activities?
- ✧ Do you have outside activities (i.e., scenic drives, trips)?



- ✧ Is your bus/van/car clean?
- ✧ Are your residents sleeping in the lobby because that is their only activity?
- ✧ Do you have a designated activity room? How does it look?
- ✧ Do you have activities on the weekends and evenings?
- ✧ Do you have a Resident Council?
- ✧ How do you welcome new residents?

- Are your residents happy?
- Are there many complaints?
Are they valid?
- Are they referring residents to you? If not, why not?
- Do you have a high staff turnover?
- Do you have a high resident turnover?
- Do your residents look clean and well cared for?





- Is your staff trained properly?
- Do they come to work looking professional, with a clean uniform?
- Do they take pride in their job or is it just a job?
- If you were invisible, would your staff act the same?

Sources

- Department of Social Services Website for: RCFE and ARF Title 22, Health and Safety Codes and PIN's
- Salesforce.com
- Indeed.com
- Marketing for Dummies
- Customer Service for Dummies
- Forbes.com
- Business.com
- ForbesAdvisor
- BusinessNewsDaily.com

Information Sources



Conclusion

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Assisted Living Education

EVERYONE participates in marketing and marketing is an on-going task.

Remember your goals and keep focused.

Thank you for attending our course.

The Assisted Living Education Staff

