

Session Category: Assisted Living

Speaker: Erin Thompson

Session Title: Discovery to Decision: Purpose Aligned Sales Process

Session Summary:

In today's senior living market, building meaningful relationships with prospects is your most powerful sales tool and differentiator. This interactive workshop is designed to equip sales professionals with the skills to deepen the discovery phase by connecting with prospects' values, motivations and needs. You will discern underlying needs and concerns more effectively. By understanding, aligning with and messaging what truly matters to your prospects, you can create more engaging, trust-based conversations and follow-ups that drive decision-making. This can lead to quicker and more successful sales outcomes and happier, more satisfied residents in the long-run.

Learning Outcomes:

As a result of this presentation the participant will be able to...

1. Understand the Importance of Values and Purpose in the Sales Process: Discover why understanding a prospect's values and purpose is crucial for building trust and deepening discovery. Learn how aligning with these elements can accelerate the sales process:
2. Learn Techniques for Uncovering Values: Identify and practice key techniques for uncovering a prospect's core values and purpose during initial sales conversations. Engage with case studies to practice these techniques.
3. Ask Effective Questions: Develop and practice asking effective, open-ended questions that reveal a prospect's values and purpose.
4. Apply Values-Based Selling Strategies: Apply values-based selling strategies to tailor your sales approach, leading to accelerated sales and higher conversion rates. Analyze case studies and participate in scenario-based activities to apply these strategies in real-world contexts.

Speaker Background:

Erin Thompson is a seasoned professional with a remarkable 20-year career in the senior living industry. Her exceptional leadership has been pivotal in achieving the Great Place to Work distinction for two consecutive years. Erin created opportunities for her teams to grow low occupancy communities into high occupancy communities, showcasing her expertise in building and leading high-performing teams.

As a Leadership and Confidence Coach, Erin is the founder of Aspire for More with Erin, where she empowers senior living leaders to grow through what they go through. She further extends her impact as the podcast host of "Aspire for More with Erin Podcast" a platform that shares inspiring stories of triumph and struggle within the senior living industry. A founding partner at The Mentoring Company, Erin brings a wealth of experience and insights to her leadership programs that build confidence with the transformative power of vulnerability. With a track record of creating positive

workplace cultures, Erin is dedicated to inspiring others to reach their full potential in the field of senior living.