Coaching Your Sales Team to Success

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Understanding the Sales Cycle
Measuring the Sales Cycle
Coaching for Empowerment
Understanding the Sales Cycle

Stage 1: Denial
Understanding the Sales Cycle

Stage 2: Thinking

Stage 3: Planning
Understanding the Sales Cycle
Stage 4: Action

Measuring the Sales Cycle
Measuring the Sales Cycle
What to Measure

1. New Leads and the Source
2. First Tours
3. Subsequent Tours
4. Voice to Voice
5. Move-ins and Move-outs

Measurements for Strategic Thinking
Measuring the Sales Cycle
Measurements for Strategic Thinking

**Conversion Ratios**
Inquiry to Initial Tour
 IL – 35%
 AL – 45%

Measuring the Sales Cycle
Measurements for Strategic Thinking

**Conversion Ratios**
Calls to Tours
 7%
Measuring the Sales Cycle
Measurements for Strategic Thinking

**Conversion Ratios**

**First Tour to Move-in**
- IL – 25%
- AL – 40%

**Inquiry to Move-in**
- EF IL – 8%
- Rental IL – 15%
- AL – 25%
Coaching for Empowerment

Now what?

Coaching for Empowerment

Changing the conversation, changes the numbers.
Coaching for Empowerment
A Coaching Conversation

Observe
Prepare
Enroll
Ensure
Strength
Areas to Develop
Biggest Action
Feedback

CENSUS
Therefore encourage one another and build each other up, just as in fact you are doing.

1 Thessalonians 5:11