



## 2018 SALES & MARKETING SUMMIT

THURSDAY  
OCTOBER 18

8:30 a.m.—4:30 p.m.  
DOUBLETREE HILTON  
SOUTHCENTER [More](#)

### FEES:

LeadingAge WA

Member:

\$125.00

Summit Attendee:

\$175.00

**includes:** lite breakfast,  
lunch, 7 DSHS Credits, and  
“**Flourish**” *The Methods Used  
by Aging Services  
Organizations for the Ultimate  
Marketing Results!* By Wendy  
O’Donovan Phillips

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**“I’ve found that luck is quite predictable. If you want more luck, take more chances, be more active, show up more often.”** Brian Tracy

LeadingAge™  
Washington



2018  
SALES &  
MARKETING  
SUMMIT

OCTOBER 18, 2018

“Your life can only get better when you do. Do something every day to improve your key skill areas.” – Brian Tracy



**COMPETITIVE ADVANTAGE**

IN TODAY'S EXTREMELY COMPETITIVE BUSINESS ENVIRONMENT, HAVING ANY ADVANTAGE OVER THE COMPETITION IS USEFUL. ONE OF THE MOST IMPORTANT TOOLS THAT A COMPANY CAN HAVE TO ENSURE THAT THEY STAY ONE STEP AHEAD IS A STRONG SALES TEAM. RESEARCH HAS SHOWN THAT THE CALIBER OF THE SALESPERSON IS THE MOST IMPORTANT FACTOR INFLUENCING A PROSPECTS' DECISION TO BUY!

**LeadingAge WA's 1st Annual Sales & Marketing Summit**

CONNECTING YOUR COMMUNITY TO THE EVER CHANGING WORLD OF SALES AND MARKETING

As sales and marketing professionals, we are continually challenged with the way our prospects find us and engage with us. Over the past five years, the digital world has really changed the way we market. Older prospects still find us in some of the more traditional ways—word of mouth, print and radio, however, the younger prospect is totally into digital. How many of you start and complete a sales transaction completely via text or email?

It's becoming the norm with our younger buyers isn't it? The younger buyers are seeing themselves VERY differently than the seniors we marketed to previously. And, what about the challenges we have bridging the gap between hospitals and our communities? These challenges are getting more intense as hospitals are forming their own home-health agencies and often bypassing our communities altogether. What are we to do?

**It's time we come together to discuss new trends and issues**

**TOPICS**

Marketing Retirement Communities to Younger Seniors—  
*Victoria Star Marshall, 3rd Act Magazine*

Employee Engagement with Your Brand and Sales/Marketing Messages. Everyone is a Salesperson!—  
*Wendy O'Donovan Phillips, Bloom Marketing*

Digital Advertising and New Ways to Engage with Our Prospects—  
*Tyler Pigott, Lone Fir Creations*

Bridging the Gap Between Our Communities and Hospitals—

Barriers That Referral Agencies Have When Working With Our Communities—  
*Les Ostermeier, 1st Choice Advisory*

Close like the Pros- Closing Techniques for the Senior Market—  
*Ann Marie Mulholland, CRISTA Media*

Engaging Your Fan Base

*"The new reality is that marketing needs to know more about sales, sales needs to know more about marketing, and we all need to know more about our customers." - Jill Rowley*



**THE NEW REALITY**

We're living in the age of the customer, no longer the age of the seller. The required mindset is one of HELPING, not SELLING. Marketing and sales need to align to, with, for, and around the customer. The organizational culture needs to be #CustomerCentered CentricObsessed.

**"Make a customer, not a sale." – Katherine Barchetti**



**SALES AND MARKETING ALIGNMENT**

Marketing and sales alignment is really about the customer. We have to look at everything we do through the eyes of the customer. Most organizations still believe in the perfect sales and marketing delineation. This is where marketing generates leads for sales, sales development reps then qualify these leads, to create opportunities that salespeople hopefully turn into revenue.



**THE NEW REALITY OF SALES AND MARKETING ALIGNMENT**

Quite simply, that's not how it works in sales today. Why? Because the buyer has changed more in the past 10 years than in the past 100. The buyer is in control. The modern buyer is digitally driven, socially connected, mobile, and empowered, with nearly unlimited access to information and people.

The new reality is that sales and marketing are continuously and increasingly integrated. Marketing needs to know more about sales, sales needs to know more about marketing, and we all need to know more about our CUSTOMERS.

