

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

THURSDAY
OCTOBER 17

8:30 a.m.—4:00 p.m.
Marriott Airport Hotel [More](#)

FEES:

LeadingAge WA Member: \$149.00
Summit Attendee: \$199.00

Includes: lite breakfast, lunch, 7 DSHS Credits,
and a copy of “*How to Gain an Uncopyable
Advantage Over Your Competition*” for the first
25 registrants



JOIN US FOR OUR 2ND ANNUAL SALES & MARKETING SUMMIT

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 community 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! **Don't miss this opportunity to connect your community to the ever changing world of sale and marketing!**

GUEST SPEAKERS



Jo-Anne Hill,
JHHospitality
Consulting
*Keeping and Building
New Fans*



Kay Miller,
Marketing Consultant
*How to Gain an
Uncopyable Advantage
Over Your Competition*



Kellie Moeller,
Salt & Light
Consulting
*Fast, Easy and
Successful Visual
Marketing for Senior
Living*



Don Warfield, Sales &
Marketing Director,
Skyline
*Maximizing Your Waitlist
For Today's Vacancies
and Tomorrow's
Masterplan*



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



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

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 #Customer Centered.

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.

It's so important that we learn about our prospect's journey as they transition into a retirement community...at any level...care or no care. If you attended last year's Summit you will know that our Resident Panel was one of the highlights. Their honesty and insights were fantastic! We will be moderating another Resident Panel at this year's Marketing Summit with different residents who will be asked questions such as:

- How did you search for a retirement community?
- Did you find the process easy, hard, confusing, etc.?
- How/why did you choose the community you moved to?
- What did you like/not like about retirement community advertising/marketing?
- What did you like/not like about the retirement community touring and move in process? and more.

You won't want to miss this!



And, what about the challenges we have:

- Building and KEEPING our waitlist engaged as they are "not ready yet!"
- Marketing to stand out and apart from our competition
- Using video and social media! There just isn't time to build this into our already busy schedule...or is there?
- Engaging a new fan base, and building raving fans out of our existing residents and family members? **WHAT ARE WE TO DO?**

IT'S TIME TO COME TOGETHER TO DISCUSS NEW TRENDS AND ISSUES * JOIN US OCTOBER 17th



REGISTER HERE

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