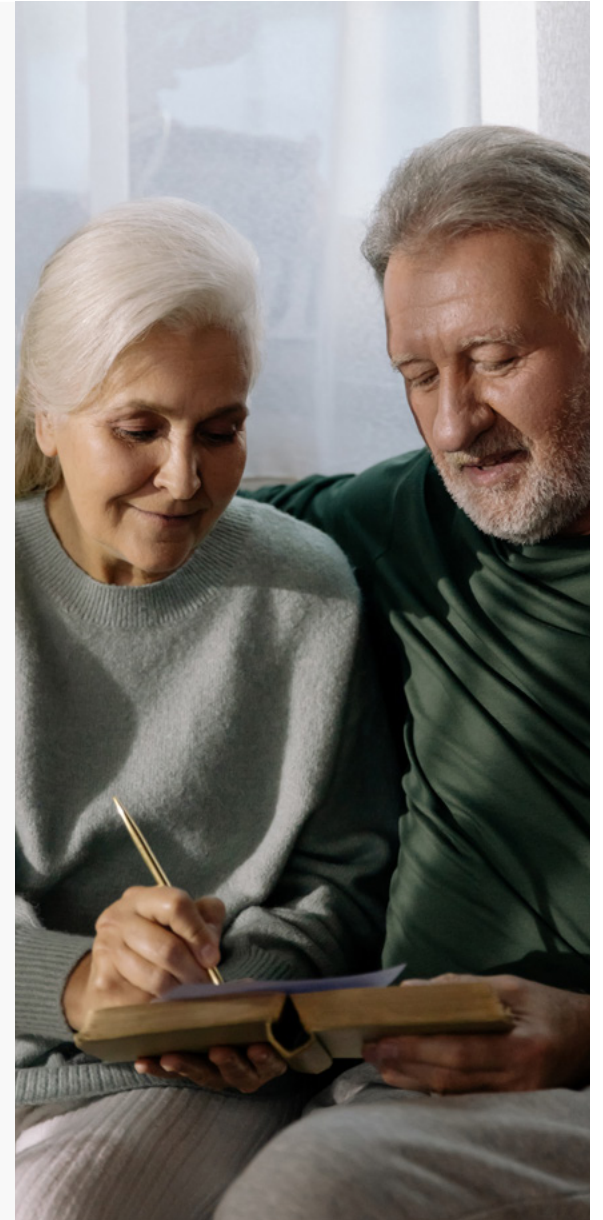

EBOOK GUIDE

Assisted Living Sales Guide to Convert More Residents & Build Your Waitlist



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Assisted living communities are essential to our aging population, and demand for them continues to grow. Yet there are seniors and families in need that still haven't transitioned to senior care.

This might be because they don't know a community exists nearby, because of misconceptions about the environment and services provided, or because they're unsure what type of care they need and who can provide it.

With the many unique scenarios in mind surrounding seniors and their loved ones, mastering assisted living sales helps your organization reach the people who need it most.

Sales in this industry require a unique mix of moving the conversation forward, managing various touchpoints, and also being empathetic as families navigate the emotional decision to transition into senior care.

That's why we've provided this comprehensive guide to give assisted living sales teams valuable insights, strategies, and tactics so they can close more sales with residents and succeed in sales.

Whether you're a seasoned sales professional or just starting in the industry, these tools and strategies will improve how you connect with your prospective residents.

We'll help you build relationships, communicate effectively, grow your waitlist, and ultimately close more sales.

IN THIS GUIDE WE COVER:

- [What makes selling unique in the assisted living industry](#)
- [Understanding your target market](#)
- [Building relationships with prospective residents and families](#)
- [Effective communication](#)
- [Closing the sale](#)
- [Post-sale follow-up](#)

Selling is unique in the assisted living industry

Traditional brass tacks sales tricks don't work in the world of assisted living. As you know, the families you speak to are likely experiencing a major life transition.

Each lead you connect with is researching extensive care options, either for a senior loved one or for themselves.

You're not selling a product or even a single service. You're selling a lifestyle, 24/7 care, a new home, a new community, etc.

So it's especially crucial to empathize with your audience and to know your way around everything your assisted living community has to offer that audience.



Importance of sales in the industry

Without an effective sales team within each assisted living community, these organizations would rely on finding residents through professional referral services. But that only reaches a handful of the prospects your business can serve, based on whether their doctor, surgeon, physical therapist, etc. referred them.

When an assisted living community has an outreach team that is connected to consumers, you not only reach resident occupancy but also build a reliable waitlist that makes the overall organization flexible and resilient to changes in residents and the assisted living market.

You also reach seniors and families who will rely on assisted living services but haven't yet found the solution they need.

Let's dig into the sales tactics that your assisted living community can use to reach and convert resident leads and build your waitlist. →

Understanding your target market

As a [senior living marketing agency](#), Kaleidico has tested tactics within the industry for almost two decades. Through this, we've learned just how important it is for sales and marketing teams to not only align but to also understand each other's strategies.

Before we get into sales tips, we want to step back and look at your general audience within the realm of marketing to make sure you truly know who you're connecting with.



Identify your target audience

Look at current residents

One way to know your audience is to look back at the leads you've successfully converted into residents. Consider their demographics and behaviors.

Is it the senior themselves who you connect with? Or is it their partner or another family member? In many cases, we see that the largest audience researching senior living options is seniors' adult children.

Look at the market and competitors

You can also look at competitors and see how they target their messaging. This will give you a broader perspective into the current market and provide a deeper understanding of what your leads see when they look into assisted living options.

Use data and experience to create personas

By combining data points like these, you see patterns that form your target audience. From this information, and your own anecdotal experience, you can form resident personas.

Personas humanize the audience and are a helpful tool to remind the sales team who they're talking to when connecting with prospects.

What are their needs and preferences?

After you identify the general population that makes up your target audience, look at their specific needs, preferences, and interests to better understand them.

Define the common questions you receive from leads, what types of transitions the audience might be experiencing with senior care, what they say they're looking for as a solution to their care needs, etc.

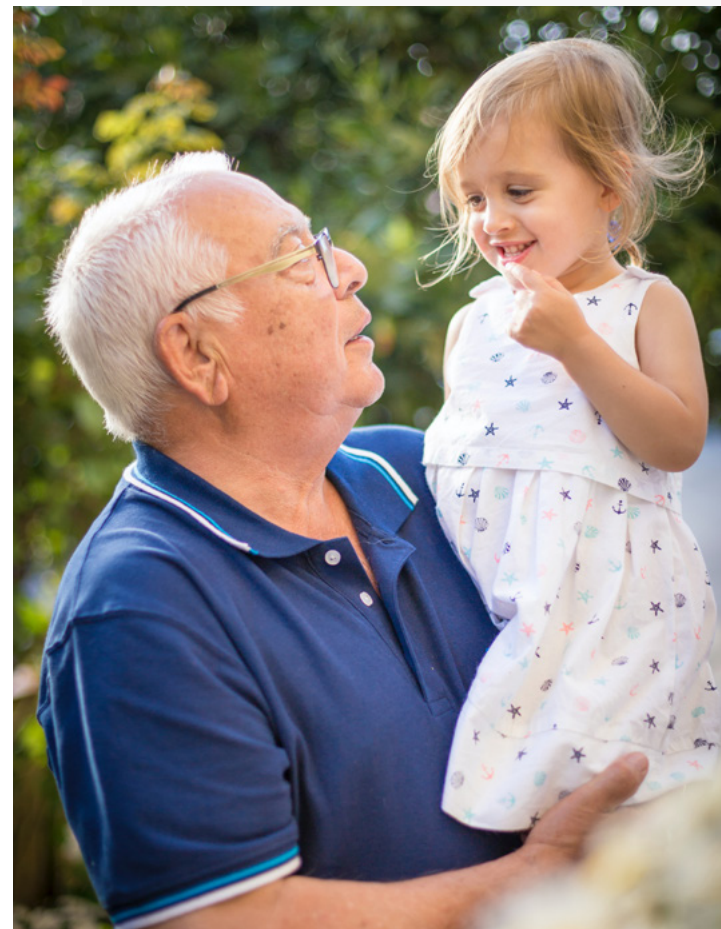
What are common objectives?

Part of any good sales strategy is to think one step ahead. You know you get common objectives and questions from leads. Can you nail down a handful of common objectives you get from prospects?

Then work on understanding why those objectives arise, as well as how you can prevent them or prepare to answer them with helpful, clear, and empathetic responses.

For example, if cost is a common concern, have a list of financial resources and information readily available that you can offer to prospects.

Consider too how this information can reach consumers before they even enter the sales process to help ease their concerns and show you have the right solutions for them. This could mean sharing relevant information across your website and other marketing channels.



Building relationships with prospective residents and families

Not that you know who your prospects are — and have considered their preferences and needs — you can dig deeper into sales tactics and focus on relationship development.

Develop a sales process

It's highly unfortunate how many leads get lost, overlooked, missed, or even ignored because of a sales process that doesn't serve leads or the sales team.

A reliable lead management system using proven software makes a valuable difference. You can guide sales activities from collecting leads, scoring and distributing leads, initial outreach, follow-ups, and lead nurturing, all the way to lead conversion within one system.

Establish trust and rapport

As you begin initial outreach and follow-ups, reflect on your target audience and the personas you developed.

You're guiding families through an important life transition. Focus on empathizing with their situation, and getting to know their unique needs and concerns. Then determine how you can offer the solutions they need by sharing details about what your assisted living community has to offer.

Provide personalized tours

As your leads warm-up, you want to take the next step to connect with them and build their confidence in your community.

Invite prospects to a personalized tour where they can see first-hand what your community has to offer. Provide time and access to various other team members (or even other residents) so that prospects can meet people within the community and ask questions.

Consider what points you'll want to touch on during these tours and have resources available to help with specific objections and questions. Consider collaborating with other departments, especially marketing, to make the most of your tours.

Effective communication

Now let's break down how to communicate effectively with prospective residents and their loved ones.

Active listening

As we mentioned you want to get to know prospects, their unique situations and care needs, as well as their concerns.

Put empathy before sales at this point.

Get to know the human behind the lead.

This will not only help prospects feel connected and seen by you, but it also helps you understand how you can best sell your community's services to them.

After all, you want conversions to stem from mutually beneficial circumstances, where the resident is a good fit your the community and the community is a good fit for them.

Asking the right questions

Navigating assisted living sales is different than some of the sales training you might have seen, where a salesperson needs to constantly push the conversation, sometimes coming off as assertive or even aggressive.

You can still lead the conversation but you need to do so in a way that is sensitive to your contact's current situation and needs, remaining sensitive to their new level of care needed.

Instead of pushing a sales agenda, lead the conversation by asking the right, open-ended questions. You'll not only get prospects into the right head space, helping them think through their decision, but you'll also gather important insights and open the door to sharing more about the assisted living community.

Providing clear and concise information

As you create opportunities to share sales and marketing information about the community, be prepared with clear and concise information that serves prospects' needs without overwhelming them.

This likely involves some prep work and collaboration with other departments. Does the marketing team have helpful landing pages on the website, brochures, or presentations you can reference? If not, can they create them to support sales? Can the marketing team also help you gather information from other departments, such as any features of their services they want to highlight for prospective residents?

Resources can live outside of sales and marketing collateral too. Gather any helpful tips, blog posts, financial information, etc. as you find it. There are plenty of opportunities to share things like blog and video links with leads as you guide them through the sales funnel.

Closing the sale

As you work through the sales process, you don't want to miss opportunities to take the conversation further and ultimately convert the prospect into a resident or at least get them on the waitlist.

Recognize buying signals

By asking specific questions and raising certain topics, you can gauge buying signals from leads. Confirm their readiness to decide by asking questions such as the following:

- “How do you feel about what we've discussed so far?”
- “Are you feeling confident about your options?”
- “What else do you need from me to feel ready to move forward?”
- “Is there any additional information you need from me before making a decision?”

You can also test statements that push the conversation further with a gentle nudge and by gauging how the prospect feels. If they are ready, you'll get a clear positive yes and can move the conversation forward.

Consider questions like this:

- “If we can address your concerns, would you be ready to move forward?”
- “Based on what you've told me, it seems like our community meets your needs. Would you be ready to schedule a tour?”
- “If sounds like you're interested in our community's amenities and services. If we can work out the details, would you be ready to take the next step?”
- “I understand you may have some reservations about moving to an assisted living community. If we can provide you with more information and alleviate those concerns, would you be ready to consider making the move?”

Address concerns and objections

As you move toward a decision, you could find that more concerns and objections arise.

Balance answering these questions with empathy and avoid showing any signs of defensiveness or even desperation to show you have the solution they need.

Instead, use statements like this:

- “I understand how important it is to find the right fit for your loved one.”
- “We’re here to support you through this journey and help you find the perfect home for your loved one.”
- “I know this is an important decision, and I’m here to guide you through every step of the way.”

Follow these with clear answers to the objectives they raised. If you don’t know the answer, give them the confidence that you care about their concerns and will find out the information for them or help them locate the right resources.

Ask for the sale

When you recognize a prospect as qualified and you feel the conversation is moving forward, you’ll start to sense whether it’s the right moment to close.

If a prospect is eager to move forward, you don’t want to leave them hanging without clear next steps.

These are some of the signals to watch for that indicate a lead is ready to close:

- They’ve given you positive feedback
- They’ve shown eagerness
- Their body language or tone seems very engaged
- They have an approaching deadline or a specific time constraint
- They’ve given you affirmative responses to trial closes

Post-sale follow-up

Awesome, you've made the sale! When you use the above tactics, you should see a boost in conversion rates overall. However, that doesn't mean your sales work is done.

Each lead and resident has the potential to provide new opportunities. You also want to do your part to ensure residents are happy once the senior and their loved ones have decided to move forward with your community.

Staying in touch with residents and families

Maintain the relationship you've invested in with residents and families. You're likely one of the first contacts they made when exploring their options. You made an important impression on them and helped them move forward with a major life decision.

If you continue to engage them with information and updates about the community, they might reach out to you with concerns or when they need additional help.

Work with marketing to plan the ongoing engagement and share content with your contacts.

Encouraging referrals

As you continue to connect with residents and their families, ask them to consider whether they know anyone else who needs the care and services of the community.

They may know another family in need of senior care. Or they may have another friend, family member, or other loved one that they would pass your information along to.

With everything they're dealing with, they might not think to do this. So it's a simple suggestion you can encourage to ensure your community reaches people that need it.

Handling resident and family concerns

As you continue to engage residents and families, they may begin to bring additional questions or concerns to you.

Remember, you were one of their first connections there. You don't need to solve their concerns, but you can reassure them that you'll help them get in touch with the right person or resources, just like you would have done through the sales process. Sales is more than just hitting quotas. It's about connecting with people. And in the best cases, you help them with the solutions you sell.

Are you ready for more residents and a bigger waitlist?

Mastering assisted living sales comes with improved lead management, allowing you to not only convert more residents but also build a resident waitlist that stocks the pond as your community navigates shifts and market changes.

This guide is meant to help you understand your audience, connect with them, and continue to engage and lead them through the sales process so that they can confidently make the decision to transition into senior care — knowing their needs will be met at your assisted living community.

Kaleidico can help with your assisted living community sales

If your assisted living organization wants to generate more leads, improve lead management, increase sales, hit occupancy, and build a waitlist, Kaleidico can help.

We get it — marketing, lead generation, and lead management — present unique challenges and opportunities for senior living communities.

Our team offers a full suite of marketing services to help you stand out from competitors, attract new residents, and keep occupancy rates high. We'll ensure that the leads generated are qualified and that you're well-equipped to manage and convert them.

[Schedule a free discovery session with us](#) to see what we can do for you.