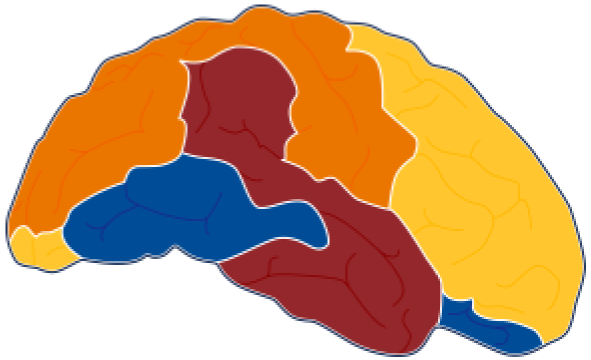
# Module One: Industry Knowledge Learning Objectives

**Following this module, you will be able to:**

- Identify service options that meet the wants and needs of prospects
- Understand how health conditions commonly experienced by seniors, pricing models, and regulations impact decision-making
- Relate industry statistics to your sales efforts

# Chronic Conditions and Diseases

- Stroke
- Dementia
- Dementia: Alzheimer's Disease
- Dementia: Vascular
- Depression
- Parkinson's Disease



Speaking of chronic conditions, let's begin with some of the most common ones related to the brain.

***Click*** a tab to learn about each.

# External Statistics

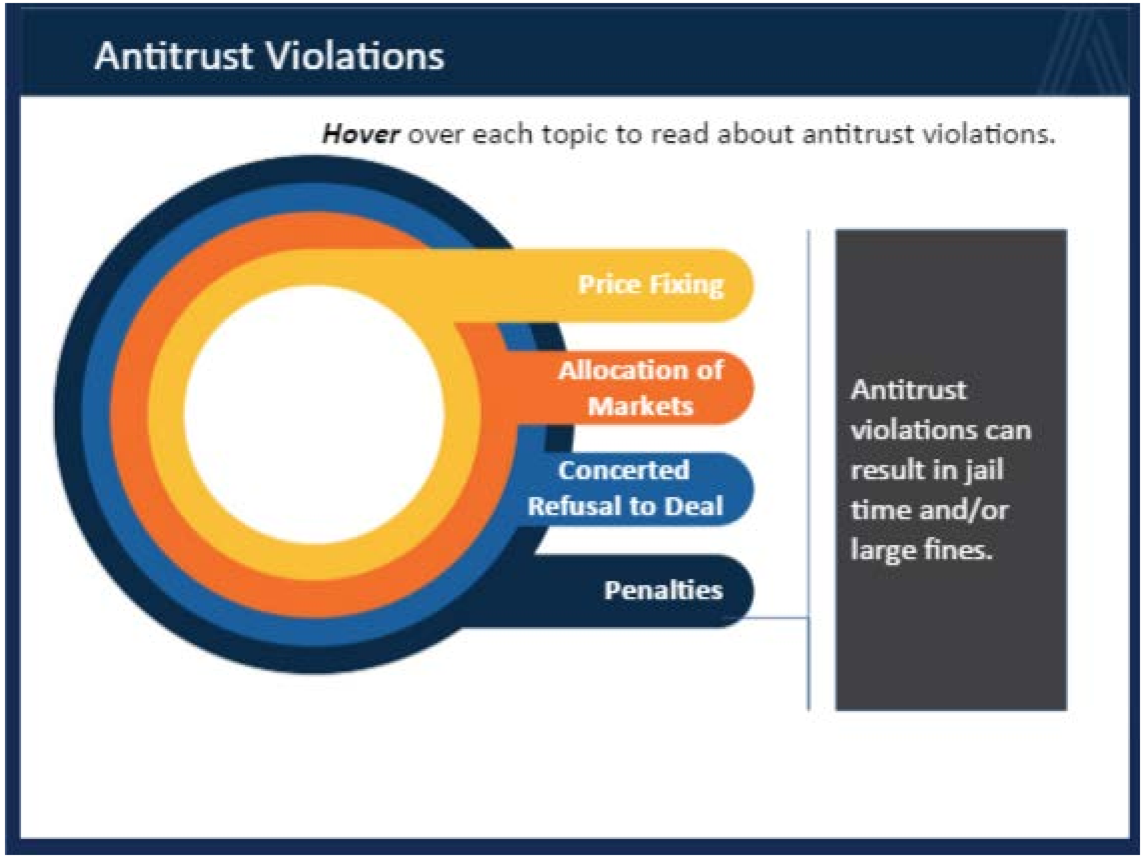
_______% of caregivers and recipients would plan better and arrange for help sooner if they had to go through the same experience again.

- ○ 25
- ○ 50
- ○ 75

# Module Two: Marketing Strategies Learning Objectives

**Following this module, you will be able to:**

- Articulate your organization's programs and services as an option of choice within the industry
- Work with other departments to strategize outreach, sales and marketing plans
- Use media channels to target audiences and increase leads
- Generate new business by effectively monitoring budgets and appropriately allocating resources.


Antitrust Violations
Hover over each topic to read about antitrust violations.
Price Fixing
Allocation of Markets
Concerted Refusal to Deal
Penalties
Antitrust violations can result in jail time and/or large fines.

While you aren't expected to be an expert, it is useful to have a basic familiarity with the different channels that are used to get your message out to your specific audience.

***Download*** the Marketing Channels document by clicking on the Resource tab at the top right. Read it and then try your hand at targeting the channels to sample customers.

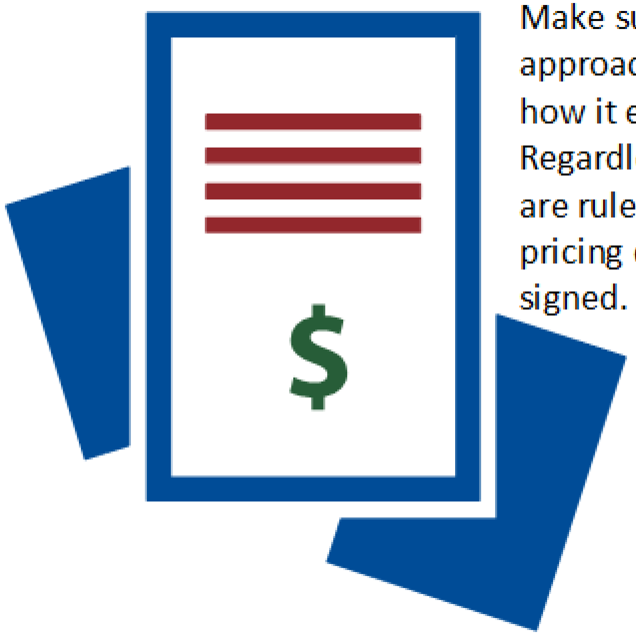
# Module Three: Consultative Sales Learning Objectives

**Following this module, you will be able to:**

- Document and follow an effective sales process.
- Respond with effective solutions that meet individual customer needs and values.
- Initiate opportunities for improvement.
- Collaborate effectively with all staff.

Tracking systems are only as good as the information put into them. Sales counselors should input customer information, what occurred at each contact, and identify the follow up needed. This ensures duplication of efforts is reduced and the sales relationship is advanced.


***Slide*** the magnifying glass to each number to see the type of interactions that can occur.




Make sure you are clear about the approach your organization takes and how it expects you to discuss pricing. Regardless of an initial approach, there are rules governing the need for full pricing disclosures when contracts are signed.

You need to evaluate your resources by the number of referrals that convert to sales, not just who provides you the most leads.

If you have a referral source that provides a lot of leads that don't result in sales, figure out why.