

# Senior Living Sales Workshop



*How older adults story their lives is of pivotal importance in understanding how an individual self-identifies, as well as how they view the overall progression and trajectory of their life history.*

— From 'Tell Me a Story, How Sharing Life Stories Benefits Older Adults' an Orange Paper by Mather Lifeways.

*A unique sales training workshop based on the powerful elements of story-telling.*

Solutions Advisors has long held the belief that active discovery is paramount to developing trust and empathy between you and your prospect. Not just asking questions, but asking the right questions that will encourage an older person to open up and share his or her personal story.

At our new StoryTree sales workshop, you'll learn how to use story-telling as a tool to align a prospects' aspirations with your community's attributes to create a strong sense of empathy and receptiveness. Learning a person's story is key to unlocking a deeper relationship and gaining commitment to advance the sale.

Wednesday  
September 5, 2018  
8:00am to 5:00pm

AND Thursday  
September 6, 2018  
8:00am to 2:00pm

*A Unique  
Sales Journey*

Solutions Advisors' StoryTree workshop re-imagines the sales journey, incorporating the seven powerful elements of story-telling: **plot**, **character**, **theme**, **dialogue**, **chorus**, **stage** and **spectacle** to help you gain a better understanding of your customer and what's important to them as they contemplate making a major life change. You'll take home innovative sales tactics such as the **Story Board**, **Personal Proposals** and **Creative Follow Up** which have proven to result in higher conversions, shorter gestations, improved occupancy and even lower age at move-in.

*This two-day workshop is specifically designed for sales representatives of senior living communities – from full service Life Plan Communities to assisted living and memory care – to help you reach a new level of understanding of your prospect and achieve greater sales success and personal satisfaction.*

www.solutions-advisors.com  
888-312-0889

 **SOLUTIONS  
ADVISORS**



## StoryTree Sales Workshop Dates:

Wed., Sep. 5, 2018  
8:00am to 5:00pm

AND

Thu., Sep. 6, 2018  
8:00am to 2:00pm

*\*Breakfast at 8:00am and workshop begins at 9:00am*

*\*Dress Code is Business Casual*



### Cost:

\$900 per person

Registration deadline is **August 24, 2018**

*\*Registration includes breakfast and lunch both days as well as a cocktail reception on Wednesday night.*



### Location:

Sales workshop sessions will be held at:  
The Nassau Inn  
10 Palmer Square, Princeton, NJ 08542



### Lodging:

A block of rooms has been reserved for the nights of 9/4 & 9/5 at a reduced rate at The Nassau Inn, 10 Palmer Square, Princeton, NJ 08542.

Group Rate: \$184/night

Final deadline for room reservations is **August 3, 2018**.

Group room rate cannot be guaranteed after that date.

*\*Please contact Cecelia LaForge to make a reservation at [claforge@solutions-advisors.com](mailto:claforge@solutions-advisors.com).*



### Travel:

If coming from out of the area, fly into Newark or Philadelphia airport.

Denise O'Brien with First Class Travel is available to assist you with additional travel needs at (609) 240-8617 or [travelbydenise@yahoo.com](mailto:travelbydenise@yahoo.com).

Please note if you are not able to attend this training, Solutions Advisors' next sales workshop will be held in March 2019. Please contact us for more information.

**Values Driven. Results Focused. Senior Living Experts.**

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## Registration Form



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### Three easy ways to register:

- Complete the online registration form at:  
[www.solutions-advisors.com/storytree](http://www.solutions-advisors.com/storytree)
- Scan this completed form and email to Cecelia LaForge at:  
[claforge@solutions-advisors.com](mailto:claforge@solutions-advisors.com)
- Complete the form below and mail to Solutions Advisors (address below)
- Registration due by **August 24, 2018**

Registrant's Name: \_\_\_\_\_

Title: \_\_\_\_\_

Community/Company Name: \_\_\_\_\_

Community/Company Address: \_\_\_\_\_

City/State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Registrant's Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Lodging required? \_\_\_\_\_ If so, for what dates? \_\_\_\_\_



Please make check in the amount of \$900 payable to:  
Solutions Advisors  
Mail payment to:  
Solutions Advisors  
125 Village Boulevard, Suite 304  
Princeton, NJ 08540

**QUESTIONS?**  
Contact Cecelia LaForge at  
[claforge@solutions-advisors.com](mailto:claforge@solutions-advisors.com)  
or call 888-312-0889.

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