

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 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.

Tuesday
March 22, 2022
8:00am to 5:00pm

AND Wednesday
March 23, 2022
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





StoryTree Sales Workshop Dates:

Tue., Mar. 22, 2022 8:00am to 5:00pm **AND** Wed., Mar. 23, 2022 8:00am to 2:00pm

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

**Dress Code is Business Casual (no jeans or shorts).*



Cost:

\$1,200 per person

Registration deadline is **March 1, 2022**

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



Location:

Sales workshop sessions will be held at:

ALOFT Fort Worth Downtown

334 W. Third Street

Fort Worth, TX 76102

(817) 501-0554

www.aloftfortworthdowntown.com



Lodging:

A block of rooms has been reserved for the nights of 3/21 & 3/22 at a reduced rate at ALOFT Fort Worth Downtown 334 W. Third Street, Fort Worth, TX 76102.

Group Rate: **\$169**

Final deadline for room reservations is **March 1, 2022.**

Group room rate cannot be guaranteed after that date.

**Please contact Cecelia LaForge to make a reservation at claforge@solutionsadvisorsgroup.com.*



Travel:

Denise O'Brien with First Class Travel is available to assist you with additional travel needs at:

(609) 240-8617 or travelbydenise@yahoo.com.

Please note if you are not able to attend this training, Solutions Advisors' next sales workshop will be held in September 2022. 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
- Scan and email this completed form to Cecelia LaForge at:
claforge@solutionsadvisorsgroup.com
- Complete the form below and mail to Solutions Advisors (address below)
- Registration due by **March 1, 2022**

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 \$1,200 payable to:

Solutions Advisors

Mail payment to:

Solutions Advisors

12425 28th Street N. Suite 100

St. Petersburg, FL 33716

QUESTIONS?

Contact Cecelia LaForge at
claforge@solutions-advisors.com
or call 888-312-0889.

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