

# 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.

Wednesday  
October 12, 2022  
9:00am to 5:00pm

AND Thursday  
October 13, 2022  
9:00am 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](http://www.solutions-advisors.com)  
888-312-0889





## StoryTree Sales Workshop Dates:

Wed., Oct. 12, 2022 9:00am to 5:00pm **AND** Thu., Oct. 13, 2022 9:00am 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 **October 1, 2022**

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



### Location:

Sales workshop sessions will be held at:  
COURTYARD CLEARWATER BEACH MARINA  
455 East Shore Drive  
Clearwater Beach, FL 33767  
(727) 442-4770

[www.CourtyardClearwaterBeachMarina.com](http://www.CourtyardClearwaterBeachMarina.com)



### Lodging:

A block of rooms has been reserved for the nights of 10/11 & 10/12 at a reduced rate at the Courtyard Clearwater Beach Marina, Clearwater Beach, FL.  
Group Rate: **\$199**

Final deadline for room reservations is: **09/11/22.**

Group room rate cannot be guaranteed after that date.

*\*Please contact Cecelia LaForge to make a reservation at [claforge@solutionsadvisorsgroup.com](mailto: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](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 2023. 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 and email this completed form to Cecelia LaForge at:  
[claforge@solutionsadvisorsgroup.com](mailto:claforge@solutionsadvisorsgroup.com)
- Complete the form below and mail to Solutions Advisors (address below)
- Registration due by **October 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](mailto:claforge@solutions-advisors.com)  
or call 888-312-0889.

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