

**Times...They are a Changin'**

*...and so should your approach to Sales*

# **Sales Boot Camp**

*...for Senior Housing Professionals*

**June 14, 2011**

**8:00 am - 4:00 pm**

*Presented by:*

Nancy E. Moore, *Partner*  
Atlantic Retirement Group  
Newburyport, Mass.



*Hosted by:*

The Lincoln Home  
Newcastle, Maine

## **Course Content**

**Creating a Sales Driven Culture**

**The Mismanaged Call Epidemic**

**Team Sales - Wow Them from the Beginning!**

**Re-vamping the Inquiry Process: A Must if You  
Want to Connect with Today's Customer**

**Getting to the Connection**

**The Personal Visit:  
Traditional vs Relationship Selling**

**Simple Acts of Kindness:  
Techniques Based on the Law of Reciprocity**

**Overcoming Objections...Not!**

**Let's Close a Sale:  
Bring Us Your Toughest Lead!**

*Nancy's "Boot Camp" training provided practical advice that I could implement the next day. Full of energy and highly prepared, Nancy provided a unique perspective on the sales process and I am confident it will give us a major competitive advantage.*

Rachael Colacino, Sales and Marketing Director  
Rockridge Retirement Community

## **Bonus Session**

**Assessing Your  
Marketing Toolbox**

*Presented by:*

Kimberly S. Traina  
Jumpstart Creative  
Edgecomb, Maine

## The Presenters

### **Nancy E. Moore**

has provided sales and marketing expertise to over 100 senior housing communities including CCRC's, independent living, assisted living, specialized assisted living for the memory impaired and nursing homes.

Nancy has a BS in Management from Lesley University, is a Certified Retirement Housing Professional, Fellow status, and a licensed Nursing Home Administrator.

Currently Nancy is the Chair of Mass ALFA.

She is an alumnus of the Service, Creativity, Management Disney Style Program as well as a speaker and author on senior housing issues.

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

### **Kimberly S. Traina**

has been creating design collateral and innovative marketing strategies for over 30 years.

Her Maine based business,

#### **Jumpstart Creative,**

services a wide variety of businesses throughout New England.

Communication skills, thinking visually and creative problem solving are her strengths.

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

## Traveling?

### **The Newcastle Inn**

**207.563.5685**

is offering a discounted rate to Boot Camp participants. Located in walking distance to The Lincoln Home.

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

#### *Getting There:*

**The Lincoln Home** is located approximately 50 miles north of Portland, just off US Route 1: 22 River Road, Newcastle, Maine

#### *Driving Directions:*

[www.lincoln-home.org](http://www.lincoln-home.org)

## To Register:

*Please send completed registration form and payment of \$199, by check to: Atlantic Retirement Group. On-line or faxed registrations are accepted. Registration deadline, June 9.*



10 State Street  
Newburyport, MA 01950

Telephone (978) 887-8667  
Fax (978) 887-7661

[info@atlanticretirementgroup.com](mailto:info@atlanticretirementgroup.com)

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Community \_\_\_\_\_

Position/Title \_\_\_\_\_