

## Aged care – being the trusted advisor

### Specialised program for aged care teams

**This program will help you engage and connect on a deeper level with families and stakeholders.**

Selling is simply good communication – the individual and their loved ones/carers has a need and you have the resources.

This program runs through how to understand these needs, how to align with each family/customer and deliver your solution effectively and with confidence. We make this communication ('selling') easy and comfortable.

This is full of practical methods to help you connect easily, with integrity and authenticity.

Fact track your sales abilities with this one day program (or break it down into bite sizes chunks over a few days). The course covers:

- **Exploration**
- **Telephone Skills**
- **Listening**
- **Objections**
- **Customer Service Skills**

### SALES 101

- Know what it means to sell.
- The basics in knowing how to get more business.
- How to enjoy selling and understand the philosophy behind what's happening between two people.
- How do we build trust? Professionalism?
- What are the essential ingredients to sell and to sell more?
- How do you need to set yourself up for success?
- How should you prepare yourself (physically and mentally)

### QUESTIONS

- Questions are the key to selling.
- Learn questions which will get your customer talking.

### PHONE TECHNIQUES

- What to say and how to say it.

### HOW TO THINK COMMERCIALLY EVERY TIME

- Your job in sales is to generate growth.
- How to acquire commercial smarts and start recognising opportunities.

### CUSTOMER SERVICE EXCELLENCE

- Philosophy of sales
- Communication
- Understand the importance of Language
- Empathy & rapport
- Difficult customers, complaint and conflict resolution

- **5 core topics on how to drive growth**
- **Over 80 lessons**
- **Over 300 minutes of video**
- **Worksheets, checklists and printables**
- **12 week membership**