

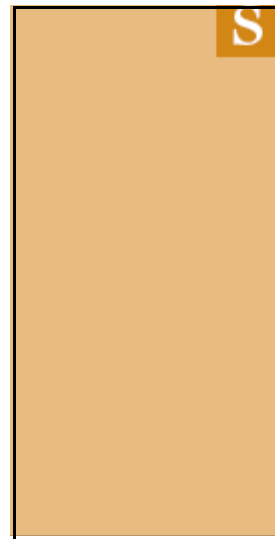
Before

S
d *Empowering
your organization through your employees...*

After

S
d *Get the most from your residence or facility with,
Buried Treasure... Team Selling at its Best*

Before



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Heading

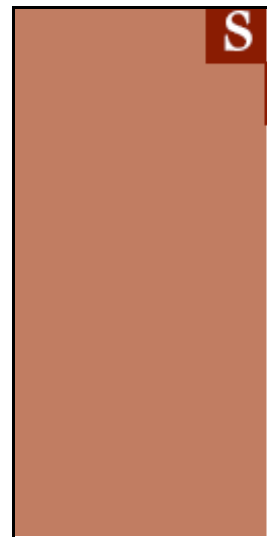
The uniqueness of my services is to involve employees from the beginning of the project and make them a part of it all along. My method is to bring them to work together. My premise is to make them aware of their impact on the sales. My challenge is to bring them one step further.

To be successful, out of the box thinking, good customer service, effective tours and good closing skills is a package that employees need to embrace.

Developing ideas, creating opportunities, commercializing services is a team effort. Employees need to see their impact on a sale; they need to be involved in the process of promoting.

They need to be able to work together. Marketing is the business of all.

After



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"This is a very time efficient, common sense approach to marketing. For the first time I really know that it is selling benefits, not features"... names & city

The Power Behind Success

Some of the most valuable tools in maintaining growth are often hidden. They staff the front desk, care for residents, and talk to prospective clients every day. Unearth their potential and you'll discover the competitive edge that will drive tomorrow's success.

Quality of product, exemplary service and consistent processes are the characteristics of a winning organization. By developing ideas and staff skills, commercializing your service and creating new sales opportunities, you'll achieve continuous improvement and maximize the social capital of your business.

Designed for all levels of staff and positions within a retirement residence or long-term care facility, Suzanne Drouin's hand's-on approach allows you to empower your organization through its true assets - its people.

Before

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Effective Tour Training

A TOUR IS NOT ABOUT SHOWING, IT'S ABOUT SELLING

The Effective Tour Training Program is built with the employees' input, developing together the list of features/benefits of the Residence/Facility, which become THE selling part of the tour

This Program includes a brainstorming session with employees on the uniqueness of the place as well as its strengths and challenges

The training is one-on-one

The Effective Tour Training Program has proven to:

- empower employees in their selling role
- provide an effective tool for selling the place
- help in correcting the way employees do a tour

After

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"This really is measurable success. After I completed the program, I closed five out of my next seven tours." ... names & city

Effective Tour Training

TOURS AREN'T ABOUT SHOWING... THEY ARE ABOUT SELLING

A winning tour is one that ends with a commitment, but without well-developed presentation skills and the talent to 'close the deal' even the best efforts won't meet with success.

Designed to empower employees in their role as a key contact for prospective residents, this power-packed program focuses on identifying the unique selling points of your residence or facility, then creating a format to present it successfully.

This is Tour Training at Its Finest. Every session delivers:

- One-on-one coaching to develop successful selling & tour techniques
- Confidence building.
- Group strategizing to build customized benefit-by-benefit selling points.
- Tools to develop rapport and ask for the sale.