

Michael Marlow

Selling the Senior Living Experience

Leading Age Arizona

May 17, 2023

Scottsdale, AZ



Selling the Senior Living Experience



Michael Marlow

Happy National Hypertension Day



Michael Marlow



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We are Senior Living, We
were Built for This!

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5 Questions

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1. Overall Senior Living occupancy declined from the beginning of the pandemic (Q1 '20) to now by _____ points?

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2. What sector of the senior living industry had the greatest decline during the pandemic?

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3. According to research, what percentage of Assisted Living residents have contracted the Coronavirus?

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**4. Inquiries in April of 2023 were
____% higher than in
April of 2020?**

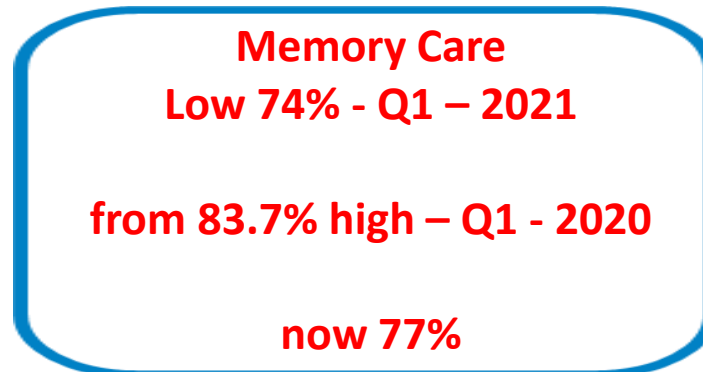
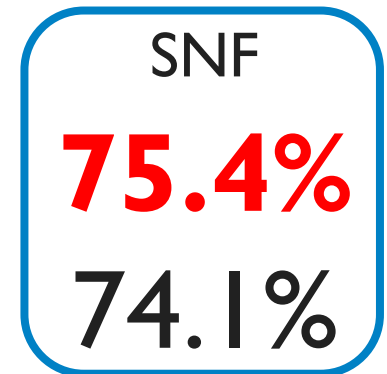
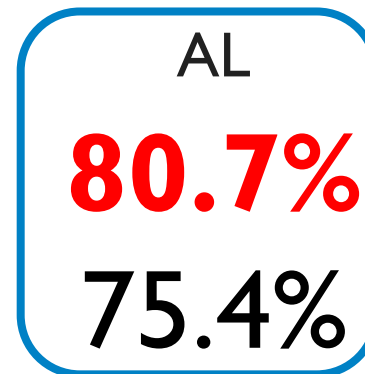
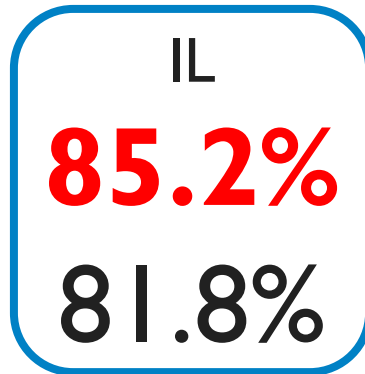
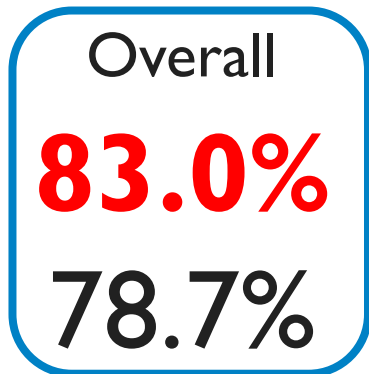
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5. What percentage of seniors 65+ will ever live in a senior living community?

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**But, how would our
customers have answered
Question #3?**

Why you are here!



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New NORC/NIC Data

64% of AL – no deaths for 10 months in 2020

67% of IL – no deaths for 10 months in 2020

61% of MC – no deaths for 10 months in 2020

THINK DIFFERENT

STEVE JOBS



Marketing

The total of activities involved in the transfer of goods from the producer/seller to the consumer/buyer, including advertising, shipping, storing, and selling.

INQUIRY

Selling

To persuade or induce someone to buy something.

MOVE IN

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Seek first to understand,
then to be understood.

Stephen Covey

The greatest hunger of the human
soul is to be understood.

St. Francis of Assisi (and Greg)

So have we been doing
this all wrong?

ABSOLUTELY!

**So the Word of
the Day is...**

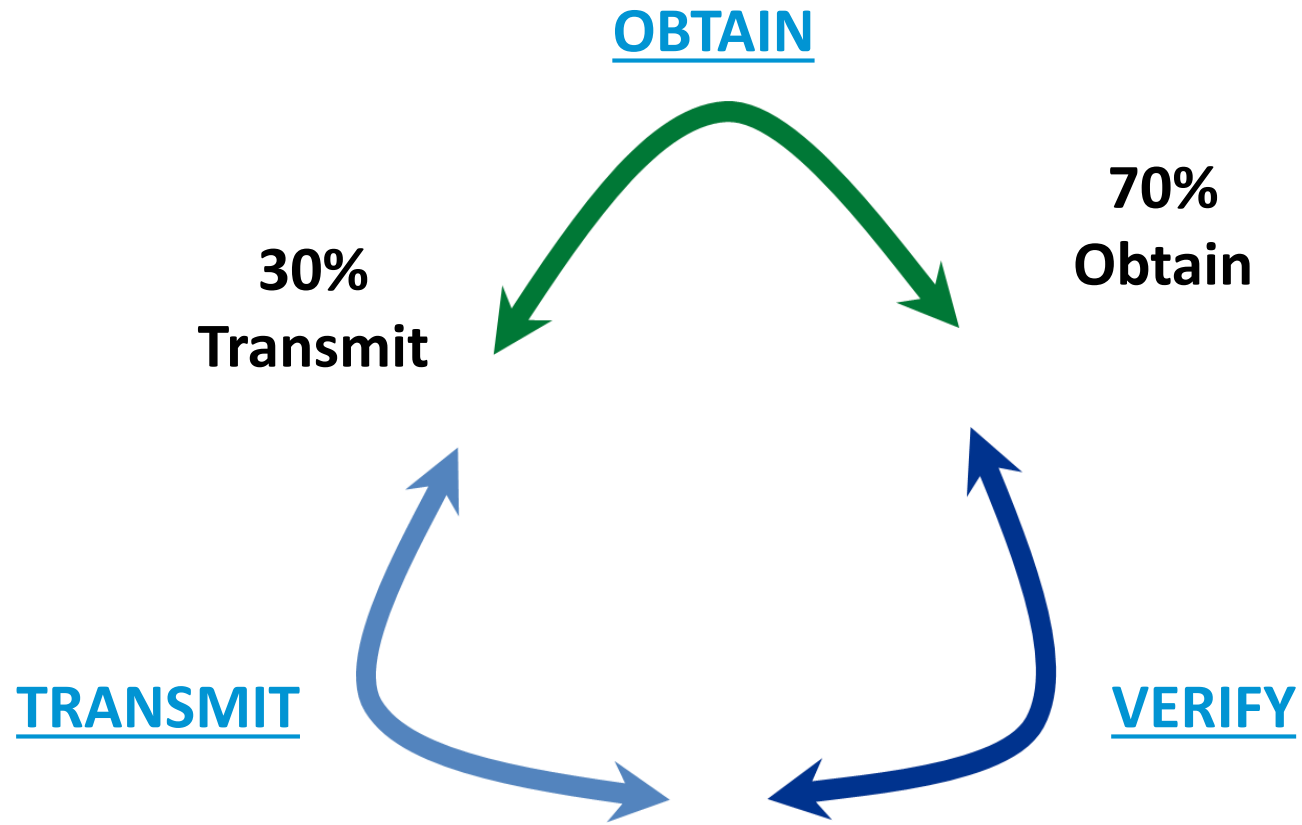
Experience!

https://www.linkedin.com/posts/reed-davis-15388956_how-did-a-2-hotdog-change-the-course-of-activity-7027369155322400768-fvXG?utm_source=share&utm_medium=member_ios

Strategy I

Deep Discovery

70/30 Rule



Seek first to
understand, then
to be understood.

Dr. Stephen Covey





Follow-Up Questions

Strategy 2

Personal Connections

aka Creative Follow Up

Strategy 3

Team Sell

Strategy 4

Daily Strategy Meetings

Velocity / Volume
vs.
Time / Skills

10 - Name/Influencer	3 - Top 3 Needs	1 - Personal Connection(s)	Next Steps
Richard and Millie Reese – KDMs! Steve Reese – son Michael Reese – son	<ul style="list-style-type: none"> - Time back in Richard’s day - caring for Millie - Spacious apartment - Multiple dining options - Sons want background checks on employees – Steve is in the S/L biz 	<ul style="list-style-type: none"> - Richard LOVES bourbon, Woodford Reserve specifically - Millie loves UK basketball - Michael was a baseball player at UK 	8/8 – Don – Face Time “with Richard only” - medical capabilities for Millie 8/8 - Jamie – phone today and PC thank you card to Reeses 8/8 – Brenda – introduce Richard to the Smiths (UK grads) – Face Time? Intro sons to Mr. Jones’ daughter (St. Lukes church) – Face time? 8/8 – Team – “I Promise” notes with Woodford “waiting for him” (Amy)
Ray Hill Nick James, ARNP	<ul style="list-style-type: none"> - Meals prepared - People! – socialization – widowed in 2019 - Nick referred Ray - wants health updates monthly – great referral opportunity? 	<ul style="list-style-type: none"> - In construction his whole life - Loves playing church music - Sitting on his patio - Loves hot dogs and chili 	8/8 – Ed to meet with Ray at home. Outdoor chair with his name on it – model apt for 8/12 experience? 8/8 – Amy – record/send (One Day) Mrs. Smith playing piano – “Looking for accompaniment?” Amazing Grace? 8/8 – Don to call Nick discuss communication preferences/additional Discovery 8/11 – Kris – sign for Ray’s experience 8/12 – add PC items to sign
Henry Wasneski Susan Swann – daughter Dr. Suzanne Shemwell – daughter/KDM?	<ul style="list-style-type: none"> - Cancer survivor/health minded - Shower and med assistance - Independence and “male connections” - Suzanne – chiropractor - very interested in our medical capabilities 	<ul style="list-style-type: none"> - Aviation Engineer with The Boeing Company for 35 years - WWII Vet; Navy Aviation Pilot - Earned a Navy Cross - Knows Bert Hemmingway 	8/8 – Ann - Ask Mr. Hemingway to email / offer Face Time visit ASAP 8/8 – Team - Fed Ex “I Promise” notes to Henry. Regular mail note from 3 male Ambassadors to Henry – Q&A offer – get WWII stamps from Post Office (Timothy) 8/9 – Jamie MIGHT know Dr. Shemwell’s med partner – report back. Offer Don call?
Ethel James – KDM! Michael – Only son but lives in Italy	<ul style="list-style-type: none"> - Housekeeping, dining, and yard work - Recently lost driver’s license (Macular Degeneration) – transportation - Wants apartment near lobby - Michael – “uninvolved” but okay to contact 	<ul style="list-style-type: none"> - Ethel - knits / quilts /volunteers to make items for the local hospital - eyesight is becoming issue - Certified hospital chaplain - Widowed – interested in male companionship - Michael – “sorta government job” 	8/9 – Amy - One Day video “Tightly Knit” club to Ethel - send ASAP 8/9 – Ed to make home drop – offer Ambassadors club offer to Face Time 8/9 – Brenda to contact Michael – Discovery focus AND ask Dr. Hollon about his chaplaincy hospital – connect via phone? 8/9 – Don - will Dr. Williams call her re: eye exam visits?
Walt & Sharon Ansell Timothy Ansell – son/POA/KDM! Kris Marshall – daughter/KI?	<ul style="list-style-type: none"> - Sharon - ambulation issues / ongoing weight gain - Walt and Sharon need help down sizing - Timothy – lawyer - Kris – works at PETA – KI – shows horses 	<ul style="list-style-type: none"> - Snowbirds in Sarasota - Walt drives/loves a 1992 Lincoln Continental - Walt loves to dance and wheel Sharon around the dance floor as she sits on her walker - Timothy – has requested RA 	8/9 – Ed – hand deliver RA to Timothy tomorrow 8/9 – Timothy and Kris – Face Time experience with Ansell’s – meet team? 8/9 – Don to call Timothy today – introduce Dr. Mills, Med Dir 8/9 – Jamie – Sarasota weather report app to Ansell’s

Don – Director of Nursing / Ed – Executive Director / Jamie – Sales and Marketing Director / Brenda – Sales Counselor / Amy - Life Enrichment Director

Ann - Director of Culinary Services / Timothy and Kris – Concierges

Strategy 5

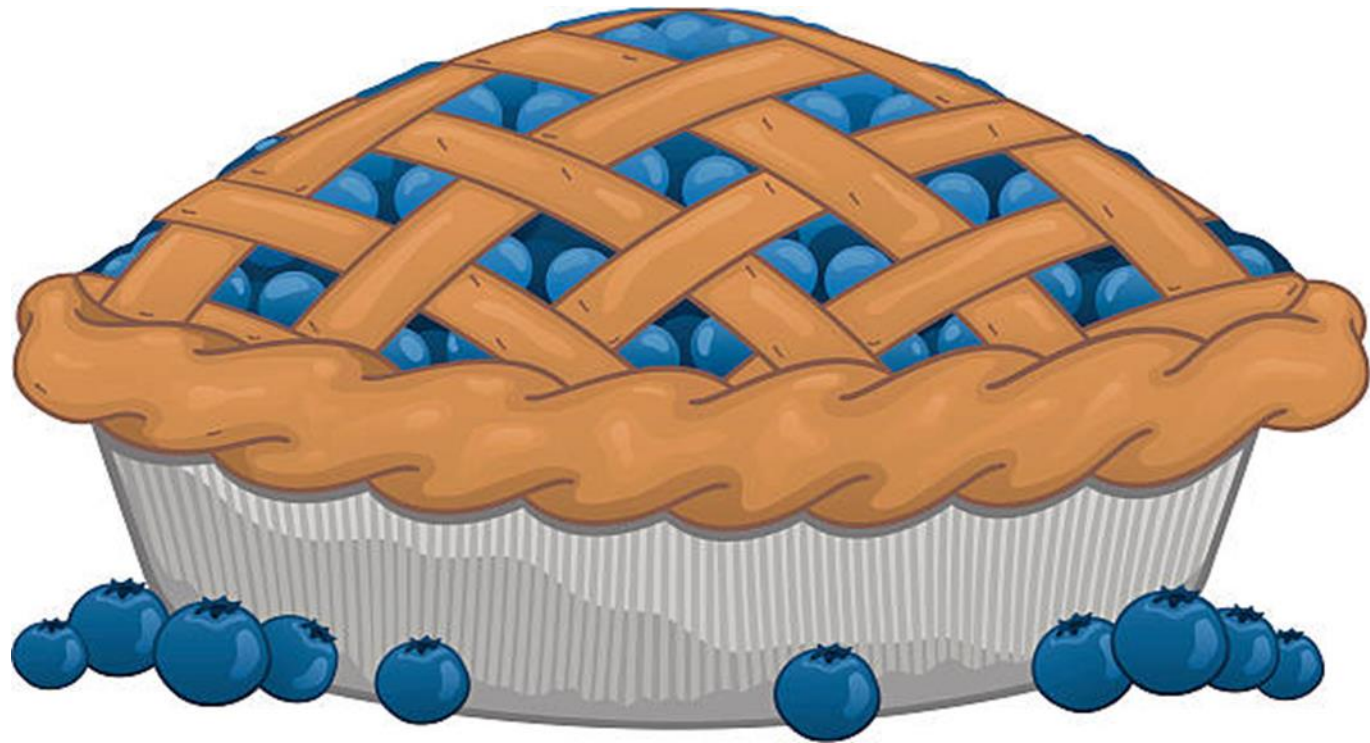
Fast Follow Up

Strategy 6

**Creative/Persistent
Follow Up**



We are Senior Living, We were Built for This!



Strategy 7

Advise

Strategy 8

Track

Dixie Sopes

Dixie Sopes

83 years old

Financially qualified / owns home with no mortgage

Never worked outside of home

Loves to bake

Widowed 2 years from Anthony after 61 years of marriage

Dog "Tootsie" and cat "Patches"

Has visited community

Susan Kendall

Mother of 3 (11, 13 and 17)
store

Husband Jack travels weekly

Catering manager at Landry's restaurant

Coordinating "Project Graduations" for oldest son
Madison

Overwhelmed and very busy

Has visited community

Mathew Sopes

Lives in Arizona

High school athletic director

Divorced / no children

Remotely involved with Dixie

Has not visited community

Lynette Cassidy

6 years as a pharmacist at local chain
store

Born and raised in Houston

Referred Susan to Tanglewood

Back to work for 2 weeks after birth of
son

Has not visited community but knows

"someone who works there"

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Change your behavior - change your life!

1. Be atypical - no Sea of Sameness for you!
 2. Be a holistic listener
 3. Be disciplined and consistent
 4. Be about results, not activities
 5. Be focused on investing Time/Skills vs Velocity/Volume
 6. Be a great sequential questioner
 7. Be all about Personal Connections and Team Selling
 8. Be true to treating every customer/situation as unique
 9. Be committed to your 8 Strategies – every time, every day, every customer!
 10. Be proud to be an atypical salesperson!
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Michael
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Thank You

Leading Age Arizona!