IBS Presentation
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a division of KD Partners, LLC

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INTRODUCTION

It is new decade, and a "New Deal" is emerging in marketing and sales of 50+ communities. Sure there are things that we can take from the past, but to truly succeed in this new environment, we need new approaches, new tools, and new ways of thinking about selling and marketing to Active Adults.

In this session you will learn how to redefine the "4 Ps" of marketing as they apply to the over-50 set: People, Process, Pursuit and Purchase.

A STEP BACK IN TIME

Lessons from the Great Depression

Times of great change are unsettling, but they also lead to incredible innovations. It is the only way to survive. Demanding markets demand that we be at our absolute best. They demand that we evolve.

The world is changing and savvy marketers and sales professionals are adapting.
YOUR PEOPLE
Quit Accepting Average – Be Great

Bad economic times are a wake up call to poor practices and habits of sales people. Good practices & habits are unacceptable. Good is the Enemy of Great. Now you have to be great.

Do you have the right team onboard?

Top performers of yesterday may not possess the attributes that are critical for selling in today’s challenging market.

THE BASICS of YOUR PEOPLE
Know what attributes and behaviors you want

Use traditional networking and recruiting to find sales people

THE NEW DEAL of YOUR PEOPLE
Do you really know what makes a sales person great?

Do you know how to find out before you hire them?

There are many types of assessments you can use.
Recruit people outside of industry. (Retail and Restaurants)

Provide Better Sales Management Support Guidance – Coaching

Use great management and compensation to encourage and inspire exceptional performance

YOUR PROCESS
The critical path in selling to 50+ has changed.

Old Processes may not be appropriate, but it is critical that you have a process that you entire staff is 100% committed to following.

As we move from order taking to sales, your team will only succeed if they really understand prospects.

How well do you know your customers?

THE BASICS of YOUR PROCESS
Use research

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Consistent delivery of USP and message across all delivery vehicles.

What constitutes great welcoming and discovery practices today?

Know your prospect

Know who they’ve visited (your competition)

Who influences your prospects?

What are their motivations?

What financial qualifiers are unique or critical to this prospect?

Have you created a written follow up strategy?

**THE NEW DEAL of YOUR PROCESS**

Build on what you’ve learned about your prospects.

Internet Savvy - Use the Internet as part of your sales team. A first time visitor can be more informed than a 2nd time be-back. You need to question prospects to understand what they know.

Flexible - Your process needs to adapt to each prospect.

Empathetic - Forget the selling process for a moment. How much do you know about the buying process?

Are you aware of the dangers of using the wrong sales techniques at the wrong time?

Get out of the office

What are doing to help people see the benefits of moving?
YOUR PURSUIT
Use new follow-up strategies and communication techniques that promote sales.

Selling is not a one time event. It is a pursuit.

Must integrate with marketing efforts.

Must connect with prospects at an emotional level.

THE BASICS of YOUR PURSUIT
Adequate marketing budget and plan.

Strategic and creative use of new media.

30-60-90 day plan

Tracking systems to gather information and measure progress

THE NEW DEAL of YOUR PURSUIT
Personalization –

People need to see themselves in your marketing and follow up.

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Photo Finish overview – the role of imagery in helping to motivate people:

People see things differently

Single Images vs Collages

Life stages and demographics impact preferences

High tech-high touch practices – Use databases to segment prospects by interests & aspirations

Be Relevant

Nudgies - Good news you can use stories

Integration – With other marketing messaging across all media

Events - Create excitement and reasons to visit
Instill a sense of urgency

Celebrate success

Immediate Follow-up

email – (how to avoid fatigue and spam)

Lost prospect surveys – But do you know the key to their success?

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THE PURCHASE
Closing a sale today requires a whole new set of skills. Does your team have what it takes?

THE BASICS of THE PURCHASE
People buy with emotion, then justify by fact.

Remember the PhD’s

Getting to “yes”, the courtship

Dissolving the objections

THE NEW DEAL of THE PURCHASE
Relentlessly promote value

Focus sales team on the top prospects

Be a prepared and professional negotiator

Build on Trust

Know your prospects concerns. Keep journal of objections and best prepared responses

Know your prospects aspirations.
How will purchasing your home help prospects achieve their goals? Do you know? Are you telling them?

What are you doing to get your homeowners to close for you?

Are your delivering customer delight?

How often are your conducting customer surveys?

Generate referrals to continue the circular cycle of the critical path.

Resources:
50+ Housing Council:
www.nahb.org/page.aspx/category/sectionID=261

Photo Finish Image Research:
www.creatingresults.com/photofinish

Speakers Websites:
www.55PlusMarketing.com
www.creatingresults.com

Blog on Mature Marketing:
www.maturemarketingmatters.com

Trends:
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Creating Results - Strategic Marketing, President

Todd leads a talented team of marketing, public relations and advertising professionals. He is the content provider and primary author of the new University of Housing’s brand new CAASH course, "Marketing to Active Adults". From their Mid-Atlantic and New England offices, Creating Results has marketed 50 age-qualified communities in 12 states since 1993. Creating Results’ clients have earned multiple Platinum and Gold Awards from NAHB’s 50+ Housing Council and other National Awards from NSMC. Todd is a founding member of the International Mature Marketing Network.

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Barbara has been serving the adult housing industry since 1978. She is currently President of 55+ Consulting, a division of KD Partners, LLC, a national firm that specializes in strategic planning, consumer research and marketing for active adult and full service retirement communities. Barbara serves on the board of many senior housing organizations and is a frequent speaker at national seminars. She has personally served over 250 clients and surveyed over one million adults.

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Jane is recognized and honored nationally and internationally as an expert in 50+ housing. She works with developers, home builders and real estate companies focusing on the 50+ niche market. She is a consultant, coach, speaker, trainer and author specializing in this powerful niche market segment within the building industry. Jane is the lead author the University of Housing’s CAASH course: Selling To the Active Adult. From 2004-2006 Jane was the Chair of the 50+ New England Housing Council.

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