



Making the Approach: Advanced Sales Training for Home Care Professionals

**Strategies and Insights to grow your home care sales team,
make more effective sales calls, and get more referrals that turn into admissions**

A three-part Audio Teleseminar Series

With Michael Giudicissi and Stephen Tweed

What do you do after the first sales call? How do you approach a physician or a hospital discharge planner for that next sales call? What do you say to get back in the door?

These are the questions we hear all the time from new AND experienced sales people in home care. Now, we have the answers for you.

Stephen Tweed, CEO of Leading Home Care, and Michael Giudicissi, former Vice President of Business Development for a major home care company, have teamed up to bring you the latest ideas and information on how to make more effective sales calls in home care. Based on a new book by the same title, ***Making the Approach: Advanced Sales Training for Home Care Professionals*** is a three-part audio learning program for your entire sales team.

Session #1 – The First Call – Thursday, October 12, 2006

The first program in the series will focus on what you need to do before you make the first sales call, and how you can turn that first call into more business and more follow up calls. Michael and Stephen will dissect the first 15 seconds of a sales call and give you all you need to know about pre-call planning. Then they will help you design and plan that first call on a new “A” prospect.

You’ll learn about pre-call planning, what to bring – and what not to bring – on your initial sales call, and how to craft your “30 Second Elevator Speech.” Then you’ll get the scoop on how to “set up for the follow up,” and how to close the first call and leave them wanting more.

Objectives: As a result of this program, you will be able to:

1. Get ready to walk in the door of your first sales call
2. Master the art of pre-call planning
3. Develop your 30 Second Elevator Speech
4. Set up for the follow up
5. Close that first call leaving them wanting more.

I. Before You Walk in the Door

The First 15-20 Seconds

- 1) Making First Impressions
- 2) How Long They Last
- 3) Can They Be Reversed?

Is Your Uniform On?

- 1) Suit/Shirt & Tie/ Polo
- 2) What Does Your Company Look Like?
- 3) Are You Projecting Your Image?

Eliminate the Distractions

- 1) Sunglasses
- 2) Pens
- 3) Cell Phone
- 4) Gum
- 5) Others

Hit the Bricks

- 1) Where Business Gets Done
- 2) The Office Trap
- 3) Discipline

II. The First Call

Who to Call On?

- 1) Fish Where the Fish Are
- 2) Narrow Your Focus
- 3) Expand Your Thinking

Pre-Call Planning

- 1) What is Your Expected Outcome?
- 2) Who is Your Main Point of Contact?
- 3) Global or Targeted Presentation
- 4) What's the Fall Back Plan?

What to Bring

- 1) Collaterals
- 2) Testimonials
- 3) Clinicians
- 4) Your Calendar

What is Your Elevator Speech?

- 1) 20-30 Seconds Long
- 2) Rehearsed but not Scripted
- 3) How Many do you Need?

Set Up for Follow Up

- 1) Figure Out the Best Times to Call
- 2) Always Have “Something” in Reserve
- 3) Who Else Needs the Information?

How to Close the First Call/Leave Them Wanting More

- 1) Ask for a Referral
- 2) Thank Them for their Time
- 3) Set a Firm Follow Up Date/Time
- 4) Review Contact Information

Other Resources for Your Sales Team

Making the Approach: Advanced Training for Home Care Sales Professionals

By Michael Giudicissi

An e-Manual that you can download from our web site to your computer, this book describes in much more detail all of the information that Michael will be sharing with you in this teleseminars series. The E-book and the Audio CDs from this series will make an excellent personal sales training program for your new sales reps.

Changing Lives: Achieving Your Untapped Potential

By Michael Giudicissi

This book is about facing reality with yourself, your life, and getting the things done that you really want to get accomplished. It is a "recipe" for how to take the first steps and gain the momentum to finally achieve those things. Michael uses his triathlon experiences as a metaphor for life and draws many examples for overcoming the obstacles set before us.

The Joy of Selling: Breakthrough Ideas that lead to Success in Sales

By Steve Chandler

Steve Chandler delivers over 50 powerful ideas guaranteed to stimulate fantastic sales success. Drawing on his extensive experience in the field, and using the most up-to-date psychological tools available, Chandler illustrates ways for both the novice and the seasoned pro to reach new heights of business prosperity.

The Customer Service Companion

By C. Leslie Charles

A handbook of beautifully written reminders of the key principles of providing exceptional customer experiences.

Strategic Marketing: The Top Ten Techniques of Highly Effective Home Care Marketers

By Stephen Tweed and Jason Tweed.

This E-manual describes in detail the research conducted by Leading Home Care in identifying the top marketing techniques in home care. Stephen and Jason give you a detailed description of each technique, and how you can apply it to grow your home care company. Downloadable from our web site.

Building Relationships with Physicians

With Stephen Tweed and M. Tray Dunaway, MD

This four-part audio CD learning program gives you a "physician's eye view" of home care sales, and how you can more effectively communicate with physicians as referral sources. Dr. Dunaway is a surgeon from Camden, South Carolina who has become an expert on helping home care sales professionals get more referrals that turn into admissions.

About your Teleseminar Team



Stephen Tweed, CSP, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of **Leading Home Care ... a Tweed Jeffries company**. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of **Strategic Focus: A Gameplan for Developing Competitive Advantage**, and co-author of four books specifically for home care leaders.

He is the Editor and Publisher of **Stephen Tweed's Leading Home Care Report**, the largest electronic newsletter for home care leaders, and the publisher of **Private Duty Today**, the leading electronic newsletter for Private Duty Home Care.



Michael Giudicissi has spent the past 15 years working in sales, sales management, and home care leadership. Before joining Leading Home Care as our Home Care Sales Training Specialist, Michael served as Vice President of Business Development for a \$40 million regional home care company in the southwestern United States. He coaches home care sales managers in business development and sales performance, and trains home care sales representatives. Michael is the author of two books, including **Making The Approach: Advanced Training for Home Care Sales Professionals**, upon which this teleseminar series is based.

Michael is also the editor of **Sales Manager Interactive**, the weekly electronic newsletter for home care sales and marketing managers that will debut in October of 2006.



Annie Yoho, our teleseminar producer, brings a unique perspective to our Leading Home Care audio learning series. Annie's roots represent a long line of communication talent. Her father, father-in-law, and her husband are all professional speakers. For ten years, Annie served as Vice President and Marketing Director for her father's speaking business, where she developed and implemented a telemarketing system for the speaking business.