



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 #2 – The Second Call – Thursday, November 9, 2006

Now that you've made that first call, what are you going to say or do to get back in the door? In this session, Michael and Stephen will guide you through planning and making the next call. You'll get great ideas to answer the question, "Why are you calling again?"

You'll get powerful information on how to build trust, position your company, and handle issues or objections. Then, you'll hear powerful tips on asking for the sale.

For many new sales reps, making that follow up call is the biggest challenge in home care sales. This teleseminar will give you what you need to know to overcome that hurdle and make the approach you need to get the business.

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

1. Be clear about why you are calling... again.
2. Define whether the second call is for follow up, or to present new information.
3. Build trust with your customer or prospect.
4. Position your company for sales success.
5. Handle objections and ask for the sale.

III. The Second Call

Why Are You Calling?

- 1) The Front Seat Recon/Role Play Minute
- 2) What Did We Promise the First Time?
- 3) Did We Close the Loop for any New Clients/Inquiries?

Follow Up Versus New Info

- 1) Present More Targeted Info
- 2) Have a Specific Patient/Diagnosis/Referral in Mind
- 3) Go After that Referral in the Call
- 4) Follow Ups are Generally Weak – Always Have Something New

Building Trust

- 1) Do They Like Me?
- 2) Will They Trust Me?
- 3) Can I Earn Their Respect?

Positioning Your Company

- 1) Generic Homecare Referrals are Easy
- 2) Build Up Your “Specialty”
- 3) Make it a Big Deal. . .
- 4) Provide Facts/Data/Testimonials to Cement the Image
- 5) In this Call You are no Longer the “Whole” Company – Time to Deliver on the Service Promise

Handling Issues/Objections

- 1) Handle them Directly
- 2) Get Authority Involved when Appropriate
- 3) Never Minimize the Issue
- 4) If They Complain. . . They Care
- 5) Re-State, Reinforce, Resume the Discussion

Your Biggest Competition

- 1) The Incumbent
- 2) Find Out what They Do Well (Figure Out How to Do It Better)
- 3) Find Areas of Improvement
- 4) Problem for an “Unbreakable” Relationship
- 5) Your Reputation may have Preceded You

Asking For the Sale

- 1) Remember... It’s the Reason You’re There
- 2) Be Confident in Yourself and Your Company
- 3) Ask for a Commitment for the Next Patient that Gets Home Care or Fits Your Program
- 4) State a Firm Follow Up Date to Tie Down the Referral
- 5) Get it, Do it Right, Ask for More

Discussion Questions

Lead a discussion of the following questions among your sales team:

1. Make a list of the top three prospects you have called on once and are now ready to make a second call.

What specific reasons can you use for making a second call to these prospective referral sources?

2. What new information about our company or our services can you present to prospective referral sources on the second call?

3. What can we say or do to position our company for competitive advantage with these prospective referral sources?

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.

<http://www.leadinghomecare.com/store/ebooks/salestraining.html>

Home Care Sales Manager Interactive with Michael Giudicissi

Coming in January 2007! Join a new interactive community of sales managers and marketing professionals exclusive to home health care and private duty non-medical home care companies.

Your host is Michael Giudicissi, one of America's premier experts on the sales and marketing of home health care. Together with his team of hundreds, you and your peers, he will create an exciting, informative and truly interactive experience brought to you via telephone and Internet.

With new content added every month, in fact, every day, you'll never again have to rely on your gut instinct exclusively. Share your experiences and learn from others in this comfortable safe environment. Subscribe today and get 14 months for the price of 12. Sales Manager Interactive will be launched in our beta test during early November 2006. If you sign up today you can participate in the exclusive beta phase and watch new content appear. Charter members will get full access for the last two months of 2006 plus all of 2007.

Charter membership is only available to the first 100 individuals! Call or register online today before all slots are gone. Once 100 individuals sign up, new memberships will be closed until the first of the year.

<http://www.salesmanagerinteractive.com/>

Changing Lives: Achieving Your Untapped Potential

By Michael Giudicissi

The 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 metaphor for life and draws many examples for overcoming the obstacles set before us. **To order this book call toll free, 888-668-9333.**

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.