



NPDA and Leading Home Care present...
The Private Duty Teleseminar Series

Tools and Techniques to Grow Your Private Duty Business
*Marketing * Public Relations * Sales*

Selling Private Duty Home Care

Guest Expert:

Denise Spiewak

Senior Director

Kelly Home Care Services

Your Host:

Stephen C. Tweed, CSP

Chairman & CEO

Leading Home Care

**Leading Home Care... a Tweed Jeffries company
presented in collaboration with
the National Private Duty Association
December 18, 2003 - 11:30 a.m. Eastern Time**

“Nothing happens until someone sells something.” That’s as true in Private Duty Home Care as any other business. In this interactive teleseminar you’ll have the opportunity to explore five specific elements of the process of selling Private Duty Home Care Services with a leader in our industry.

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

1. Define your target markets and the key decision maker in each target account.
2. Establish goals and measurements for your sales process.
3. Segment your prospects by potential to provide referrals.
4. Apply “appointment selling” versus “canvas calling.”
5. Close with confidence.

Private Duty Sales Strategies

1. Define Your Target Market

What is your core business?

What niche markets support growth of the core business?

Who are the decision makers in each of your targeted accounts?

2. Establish Metrics & Set Goals

Identify each member of your selling team.

Establish an attainable metric to determine the number of sales calls to be made each week.

Set specific goals for each measurement indicator.

Hold each sales team member responsible to achieve that metric each week
- what gets measured gets managed!!!

3. Segment prospects by potential to provide referrals

“A” Accounts - high priority.

- Greatest potential for high number or high utilization clients
- Includes Trust Officers, Hospitals, ALFs
- Relationship development is critical
- 60% of sales effort should be directed to these accounts

“B” Accounts - medium priority

- Longer sales cycle, shorter term clients
- Includes Long-Term Care Insurance Agents and Hospice facilities
- 30% of sales effort should be directed to these accounts

“C” Accounts - lowest priority

- Lower potential for significant number of long term clients
- Includes commercial insurance, Physicians and Community Support groups
- 10% of sales effort should be directed to these accounts

Accounts may be assigned different priorities based on your experience in your individual markets.

4. Appointment Selling versus Canvas Calling

Definitions:

- Cold Call - unscheduled call over the telephone.
- Canvas Call - unscheduled face-to-face call.

Appointment selling is the most effective method to develop long-term relationships and produce positive sales results.

Pick one day each week to devote to obtaining appointments for the coming week - utilize cold calling to generate new leads.

Plan canvas calling around established appointments in order to maximize your efforts in a specific territory and reduce “windshield” time.

- Goal of a canvas call is to gather information to enable you to obtain an appointment for further discussion and follow up.
- Follow up on each call with a brief thank-you note.
- Keep your commitments - if you promised to provide additional information, make sure that this is done on a timely basis.

5. Close with Confidence

Be consultative in approach - identify customer needs and potential solutions.

Determine level of interest.

Identify and overcome objections.

Ask for the business - Leave with a commitment for the next step.

Other Upcoming Teleseminars from Leading Home Care

The Leadership Academy Teleseminar Series

The Academy for Home Care Leadership, a division of Leading Home Care kicked off its live Leadership Academy in October in Opelika, Alabama. In support of the live seminar, we will be launching a new teleseminar series that will enable you to provide a monthly leadership development learning program within your company for your managers and supervisors. Our guest will be Elizabeth Jeffries, RN, CSP, CPAE, our resident expert on servant-leadership and personal performance.

- December 18, 2003, 1:00 p.m. Eastern - Forces & Trends Shaping the Future of Home Care
- January 22, 2004, 1:00 p.m. Eastern - Strategic and Operational Planning
- February 19, 2004, 1:00 p.m. Eastern - Setting Priorities & Managing Time

The Relationship Selling and Persuasion Skills Series

Every home care leader can benefit from improving their skills in selling and persuasion. Whether you are out making calls on customers, meeting with community leaders, selling an idea to your board of directors, or convincing your team members to make some type of change, you need selling and persuasion skills. Beginning January 8, 2004, you're in store for a powerful learning experience as Stephen Tweed and Elizabeth Jeffries present ideas, information and insights on how to sell more, persuade more, and communicate more effectively with your customers, community, and employees. Here's what the series will look like:

- January 8, 2004 - 1:00 p.m. Eastern Time - The Seven Step Relationship Selling Process
- February 5, 2004 - 1:00 p.m. Eastern Time - Special Skills for Selling to Physicians
- March 4, 2004 - 1:00 p.m. Eastern Time - Developing Client Rapport and Building Customer Relationships
- April 1, 2004 - 1:00 p.m. Eastern Time - Mastering Persuasion: Closing the Sale

CDs Available from previous teleseminars

Audio recordings are available on CD from our previous teleseminars in the Business Development Series and the NPDA Private Duty Series. For more information, or to register for any of these teleseminars, go to www.leadinghomecare.com.

About your Teleseminar Host: Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees. He has presented over 500 keynote presentations and learning seminars for home care association conferences and corporate meetings.

Today's Guest Expert: Denise Spiewak, Senior Director of Home Care Kelly Home Care Services



Denise Spiewak is senior director of Kelly Home Care Services, a business unit of Kelly Services, Inc. Kelly Services is a Fortune 500 company with world headquarters in Troy, Michigan. Kelly Services was one of the first national companies to specialize in providing in-home care for the elderly, disabled and those recovering from illness or injury. In her role, Spiewak is responsible for the strategic direction of sales and operations for Kelly Home Care Services.

Denise joined Kelly Home Care Services (formerly Kelly Assisted Living Services) in 1999 as a regional manager and had responsibility for business development and operations management of 21 offices in the southeast region.

She brings experience in the home health field. Denise obtained a bachelor of professional studies from Barry University in Miami Lakes, Florida and holds a nursing diploma from Presbyterian-University of Pennsylvania Medical Center School of Nursing. Denise is currently a member of the Board of Directors of the National Private Duty Association.

Your Moderator for the Leading Home Care Teleseminar Series: Dan Cassin



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with *Leading Home Care... a Tweed Jeffries company*, and our sister company *Lighthouse Learning Systems... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville. Dan also serves as the moderator for our three different teleseminar series here at Leading Home Care.