



Grow your Private Duty Revenue

Tools & Techniques to Increase your Income from Private Duty Home Care

Summer 2004 Teleseminar Series

Grow Your Private Duty Revenue: Increase your Income selling to Bank Trust Officers & Trusted Advisors

Session 4 - August 5, 2004

1:00 p.m. Eastern Time

Private Duty Home Care, sometimes referred to as Non-Medical Home Care, is the fastest growing segment of home care in America. It is growing rapidly because of the soaring needs of the elderly and the disabled. If you and your company are not getting your share of new business, this teleseminar is for you.

As the marketplace for Private Duty Home Care becomes more and more competitive, you'll need to find new ways to grow your business and increase your income. In this powerful, interactive teleseminar series, three leading experts in Private Duty Home Care will give you tools, tips, and techniques to find more patients, find more staff, and operate your office more efficiently. You'll be able to grow your company and increase your profits.

The ***“Growing Your Private Duty Revenue”*** Teleseminar series is designed to:

- Increase your income by giving you 33 tips to get more referrals
- Increase your income by improving your office operations and scheduling
- Increase your income by improving your staffing
- Increase your income by selling more effectively to bank trust officers and other trusted advisors.

Objectives:

As a result of participating in today's teleseminar, you will be able to ...

1. Identify specific opportunities to sell your services to bank trust officers
2. Understand how trust institutions work
3. Identify trust prospects in your market area
4. Prepare yourself for selling to bank trust officers



Grow your Private Duty Revenue

Tools & Techniques to Increase your Income from Private Duty Home Care

Summer 2004 Teleseminar Series

I. Opportunities for Home Health Care with Trust Departments

Trust clients are affluent and profitable for Trust Departments

Trust Departments want to satisfy their clients and their families

Trust Departments want to create a high level of personal service

II. Understanding the ABCs of the Trust business

What is a Trust?

What are Trust Institutions and the services they offer?

What are Personal Trust Services?

III. Who do you need to know in the Trust Department?

Personal Trust Officer

Personal Trust Administrative Assistant

Trust Social Worker

Others:



Grow your Private Duty Revenue

Tools & Techniques to Increase your Income from Private Duty Home Care

Summer 2004 Teleseminar Series

IV. How to Sell to Trust Departments using Relationship Selling and Persuasion Skills

1. Prospecting
2. Making the Approach
3. Developing Rapport
4. Determining needs and wants
5. Presenting your programs and services
6. Closing the Sale
7. Service after the Sale

V. Getting Home Care referrals from other Trusted Advisors

Elder Law Attorneys

Financial Advisors

CPAs

Other Trusted Advisors



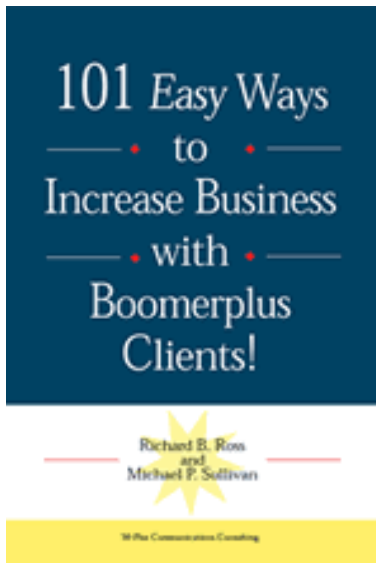
Grow your Private Duty Revenue

Tools & Techniques to Increase your Income from Private Duty Home Care

Summer 2004 Teleseminar Series

**For More Information on Selling to Seniors,
order a copy of Mike Sullivan's new book,**

101 Easy Ways to Increase Business with Boomerplus Clients



You can order a copy today on Mike's web site ...

www.graymoney.biz



Grow your Private Duty Revenue

Tools & Techniques to Increase your Income from Private Duty Home Care

Summer 2004 Teleseminar Series

Other Resources to help you Grow Your Private Duty Revenue

Leading Home Care ... a Tweed Jeffries company, is rapidly becoming the leading resource in America for ideas, information, strategies and insights on how to grow your Private Duty Home Care business. Here are some additional resources available for you.

Lunch 'N Learn with Leading Home Care

After you have completed this Teleseminar Series, you may want to continue listening to great ideas about Private Duty Home Care. If so, you may want to set up regular lunch-time learning programs for you and your staff. It's easy to do by purchasing audio CD's from previous teleseminars. Here are some titles that are available:

1. How to Transform your Private Duty Home Care Business - with Stephen Tweed
2. How to Market your Private Duty Home Care Business - with Stephen Tweed & Gwen Watkins
3. Public Relations in Private Duty Home Care - with Stephen Tweed & Merrily Orsini
4. Selling Private Duty Home Care - with Stephen Tweed & Denise Spiewak

The Private Duty Home Care Coaching Process

Work with Stephen Tweed to develop a strategic business development plan for your Private Duty Home Care company, and then have Stephen be your personal coach in executing your plan and growing your business.

Private Duty Today!

The bi-weekly electronic newsletter for leaders in Private Duty Home Care. Register for your FREE subscription online at www.leadinghomecare.com.



Grow your Private Duty Revenue

Tools & Techniques to Increase your Income from Private Duty Home Care

Summer 2004 Teleseminar Series

About your Leading Home Care Teleseminar Team

Stephen Tweed, CSP - Host



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.

Michael P. Sullivan, Principal, Fifty-plus Communications Consulting



Mike Sullivan is a consultant, trainer and author specializing in helping firms market and sell to baby boomers. He shows audiences how to identify and deepen relationships with targeted groups. He has been educating and motivating thousands of trust institution professionals, investment and insurance advisors and healthcare providers. Keynote presentations include The American Bankers Association's Trust School, state banking association trust conferences and the insurance industry's Million Dollar Roundtable.

Mike previously served as Vice President, Corporate Communications, First Union National Bank (now Wachovia Corporation,) Charlotte, NC. His articles have appeared in Trust and Estates magazine. He has a journalism degree from the University of Detroit and an MBA from Wayne State University. He is a member of the National Speakers Association. He serves as Past Chairman, Council on Aging, Charlotte.

Jason Tweed - Moderator



Jason Tweed is an expert on the use of home care services. Having lived in a wheelchair since the age of three, Jason uses the services of home care on a daily basis. His specialty is recruiting, retaining, and communicating with home care aides and personal care attendants. He also manages our web portal and drives our sales and marketing efforts at Leading Home Care.