

Relationship Selling and Persuasion Skills for Home Care Leaders

Session IV: Making Persuasive Presentations and Closing the Sale

with Stephen C. Tweed, CSP
Chairman & CEO
Leading Home Care... a Tweed Jeffries company
April 1, 2004 (No Foolin')

All of the change taking place in home care today is creating incredible opportunities for you to grow your business and position your company for the future. One of the best ways to grow your business is through the focused application of strategic selling and marketing skills.

This high-content teleseminar is designed to provide you and your sales team with what you need to know to develop positive rapport with clients and build long term relationships with your customers. It will help you identify and develop certain skills that are critical to your success, and it will show you ways to build better relationships with your key internal and external customers.

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

1. Make persuasive presentations of your programs and services
2. Describe five levels of persuasion
3. Close the sale and get the business
4. Provide personalized service after the sale to keep the business you have.

The Seven Step Relationship Selling Process *“Sitting on the sofa with the customer”*

1. Prospecting
2. Making the Approach
3. Developing Rapport
4. Fact Finding
5. Presenting Your Offering
6. Closing the Sale
7. Service After the Sale



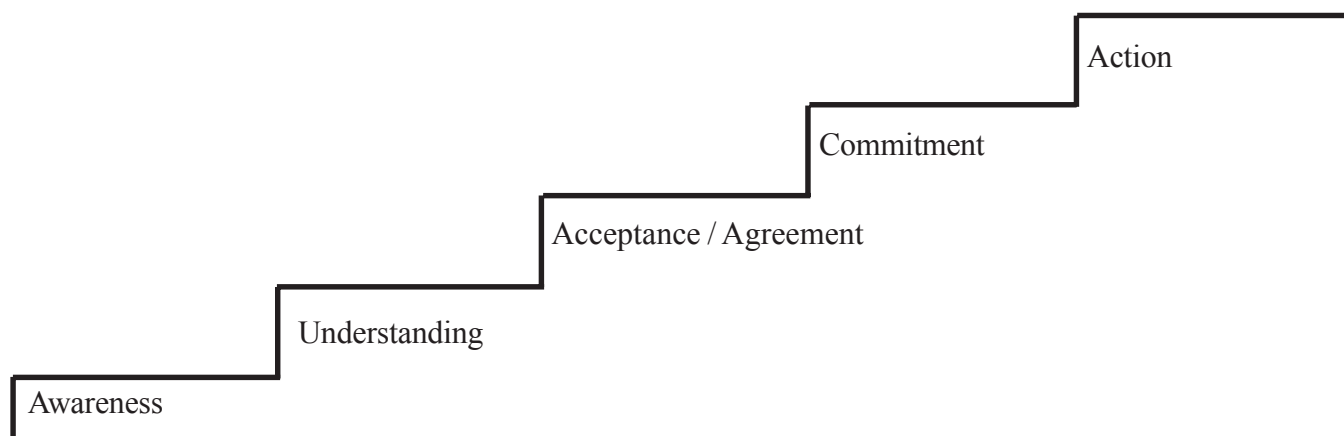
I. Persuasively presenting your programs and services

1. Start with your sales goal in mind
2. Focus on your customer's needs and wants
3. Plan your presentation carefully
 - A. Opening "Be clear
Be logical
Be brief."
 - B. Body
 - C. Closing
4. Use "skinny words" instead of "fat words."

(for a FREE article, go to www.fripp.com/art.fatskinnywords.html)

5. Selling is easier when you back up your words with strong visuals.
6. Leverage the power of stories to get your points across.
7. Keep your customer involved in the presentation.

II. Five Levels of Persuasion



III. Closing the Sale

“What would it take for you to give us one patient referral?”

Answering Objections:

1. Clarify the objection.
2. What else?
3. Turn the objection into a question.
4. Answer the question.

IV. Providing personalized service after the sale to keep the business you have

1. Say “Thank You!”
2. Provide feedback.
3. Ask for feedback.
4. Communicate regularly with your field staff and clinical managers.
5. Introduce new programs or services that meet needs and wants.

The Leadership Academy Teleseminar Series

This teleseminar series is based on the live two-day Leading Home Care Leadership Academy. This series runs for eight months starting in November, focusing on the core competencies that make a highly effective home care leader. Based on five years of research in this industry, your presenters, Stephen Tweed and Elizabeth Jeffries, will lead you through 12 hours of unmatched industry specific leadership development for your middle managers and first line supervisors.

Schedule and Topics:

(All times 1:00-2:30 p.m. Eastern)

- | | |
|----------------|------------------------------------|
| April 15, 2004 | - Finding and Keeping Great People |
| May 20, 2004 | - Inspiring Others to Follow YOU |
| June 17, 2004 | - Managing Team Performance |

Growing Your Private Duty Revenue

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 soaring needs of the elderly and disabled. If you and your company are not getting your share of this exciting market segment, this teleseminar series is for you:

May 6, 2004, 1:00 p.m. Eastern Time - ***Increase your Income with 33 tips to get more referrals***

June 3, 2004, 1:00 p.m. Eastern Time - ***Increase your Income through Improved Office Operations***

July 8, 2004, 1:00 p.m. Eastern Time - ***Increase your Income through improved staffing***

August 5, 2004, 1:00 p.m. Eastern Time - ***Increased your Income selling to Bank Trust Officers and Trusted Advisors***

Call 502-339-0653 or e-mail Diane@leadinghomecare.com for a FREE brochure on this new teleseminar series.

About your Leading Home Care Teleseminar Team

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. He has written three books and dozens of articles on strategy and leadership, and he is the father of a 32 year old son who lives in a wheelchair and uses the services of home care on a daily basis. Stephen also is serving as the Immediate Past-President of the 3800 member National Speakers Association.

Daniel J. Cassin: Teleseminar Producer & Moderator



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.