



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
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Learning Seminars and Breakout Sessions:

For Certified Home Health Agencies

Managing the Home Care Sales & Marketing Process

Nothing happens until someone sells something. That's just as true in home care as any other business. Yet many home care professionals are uncomfortable with the idea of "selling". And most home care executives are reluctant to get actively involved in managing the home care sales process.

But every home care executive is a Sales Manager. Whether you are promoting home care services, marketing new programs and services, or building your brand awareness in the community, you need to manage the sales process. Especially when you have a team of people working to bring in new business. In this highly interactive learning system, you will experience a proven process for communicating with your customers and potential customers. You'll explore the seven roles of a sales manager, find out how to select the best sales team members, and how to measure sales performance.

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

1. Describe the seven roles of a home care sales manager.
2. Discuss the Top Ten Techniques to find the right person.
3. Identify the workplace motivators for home care sales people.
4. Measure and manage sales performance.

Stephen C. Tweed, CSP

**Home Care Strategist
Speaker * Author * Consultant**

*Bringing a unique perspective to
home care strategy & leadership*

A nationally known healthcare and business strategist, professional speaker, author and consultant, Stephen Tweed works with home care organizations that want to grow, and with home care leaders who want to get ready for the future. Stephen is Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*.

Mr. Tweed is the author of *STRATEGIC FOCUS: A Gameplan for Developing Competitive Advantage*, and co-author of five books specifically written for the home care industry. He is a frequent contributing editor to leading home care periodicals.

He is also the publisher of **Stephen Tweed's Leading Home Care Report**, the leading electronic newsletter for CEOs and Executives of Home Health Care companies.

In addition to his roles of strategist, speaker, author, and consultant, Stephen Tweed wears two more healthcare hats... board member and consumer. He has served on the Boards of Directors of three home care companies, and as the Interim President and CEO of a \$25 million, 400 employee home care company.

He is also the father of an adult son who is physically disabled, lives in a wheelchair and uses the service of private duty home health care on a daily basis.

