



McKnight's March 24th Business Daily News article says it all:

Senior living move-ins still on track; some occupancy rates have even increased.

So, what are you doing to keep your sales and lead generation robust in the middle of COVID-19? At Sage Age, we're helping our client-partners develop and implement appropriate tactics for the times. We can help you, too. We've put together a COVID-19 Sales and Marketing Survival Package to keep our industry thriving. Take advantage of any or all the following strategies to build your brand, promote lead generation and sales, and support your community.

COVID-19 Sales and Marketing Survival Kit

Remote Event Package

With on-site events on hold for now, you can take your events online, creating virtual experiences and connecting with your prospects.

Initial Event includes:

- Procurement and Training on Software (such as Zoom or GoToMeeting)
- Training on Virtual Presentation Skills
- Technical Support and Education
- Event Content Development Strategy
- Event Invitation – Direct Mail and/or Eblast

Subsequent Events include:

- Event Content Development Strategy
- Event Invitation – Direct Mail and/or Eblast

\$2,500 Initial Event

\$1,500 Subsequent Events

(Plus any direct mail printing and postage costs)

Lead Generation & Prospect Engagement Surveys

Now is a great time to connect with residents and prospects through surveys – either printed and mailed surveys or emailed digital surveys. Take this opportunity to keep your leads engaged while finding out what they know, what they think about you and more! There's a lot of valuable data out there to be had. And there's no better time to gather it.

\$5,000 Paper Survey

(Plus printing and postage costs)

\$2,500 Digital Survey

(If you have a robust email list)

Social Media Package

Keep families, prospects and others connected! Show them what's going on in your community with engaging, dynamic social content. We will work with you to curate content (what we think is most valuable to your brand/community) and post. Each month will feature:

1 blog
9 posts

Plus any information you send us to post for you

\$2,000/Month

Advisory Sales Consulting

We'll empower your leadership and sales teams by providing three hours per week of focused, detailed consultation on how to best: adapt product offerings during COVID-19, stay agile with marketing dollars, make time to meet the current needs, keep your pipeline engaged and moving forward, and facilitate ongoing move-ins and/or memberships. Sage Age consultants will utilize webinar, phone, FaceTime, and training venues to ensure personal connection and collaboration.

\$3,000/Month

Virtual GROW Sales Training

With our 35-year+ history, we know: **Sales will not happen without the ability to start and navigate difficult, meaningful conversations and create an authentic connection with the prospect and family.** Our proprietary sales training, GROW, helps sales counselors prompt and guide honest conversations and create connection—via sincere empathy—so they become partners in a family's decision-making, personalizing the experience and increasing sales. Our Virtual GROW Sales Training brings the program right into your community, at your convenience. One three-hour session per week utilizes PowerPoint, webcam, and video to engage your group in learning and practicing concrete skills in the context of COVID-19 and beyond.

\$6,000

Press Kit

The Press Kit features customizable Holding Statements that empower you to manage the messages you provide to the public. The statements cover every possible eventuality of COVID-19, allowing you to control the narrative and let the public know you are dealing with any situation that may arise.

\$1,500

Get Started!

We're here to help you thrive.

Please contact us and let us tell you more.

(816) 349-0464

CONTACT US

