

# How to Shorten the Senior Living Sales Cycle

Unlock the secrets to shortening the senior living sales cycle with this on-demand course.



Hi, there!

I'm so glad you've taken this first step toward growing your expertise in the senior living sales cycle. I know many of us are juggling a variety of other duties in addition to managing sales and marketing.

That's why we created this course: to help you learn more about what you can do to make the process run more smoothly and efficiently. And it's all at your own pace, so you can fit this course into your busy schedule.

This worksheet will help you keep track of everything you learn during the course and provide a framework you can use to start putting your ideas into action. We've all been there: We watch a video with the best intentions but quickly forget what we've learned.

That's why I suggest spending dedicated time watching each video and pausing as needed to take notes. We've also included questions in each section to help spark ideas and get you started on a sales cycle process strategy (or optimization) for your organization.

If you have any questions during the course or want to schedule some time to chat one-on-one, feel free to reach out!

Best,



*Melissa Smalley*

Melissa Smalley, MBA, LNHA

[Click here to email me!](#)



# MODULE 1

## Understanding the Buyer's Journey

My notes:

How do you think your organization is doing at engaging prospects at all four areas of the sales funnel?

What are some goals you'd like to achieve by the end of this course? Map out 2-3 concrete ideas here. You can come back to them in upcoming modules.



## MODULE 2

# Strategies and Tools for Your Sales Team

My notes:

How well do your sales and marketing teams currently work together?

Which areas of sales enablement and alignment do you think you're currently succeeding at? Where could you improve or fill in gaps?



## MODULE 3

# Creating Harmony Between Marketing and Sales

My notes:

What is something your marketing team could improve upon to help deliver more qualified leads to sales?

What are ways your sales team could better support marketing efforts?



## MODULE 4

# Measuring Your Sales Alignment and Enablement Effectiveness

My notes:

What metrics do you currently use to measure sales and marketing effectiveness?

What are additional metrics you'd like to track to better understand what's working and what's not? How will you track them?



## WRAP-UP

### Putting your sales plan into action

- Map out your current buyer's journey, including actions you're taking, as well as what prospects are doing at each step.
- Analyze your current sales and marketing process, including alignment and enablement. What's working and not working? What is keeping your prospects from moving along the journey faster or in a smoother way? Compare what you're doing to what prospects do or need at each stage.
- Map out a plan to fill in the gaps in your sales cycle, whether it's internal processes, additional content or strategies for prospects, or both.
- Get aligned with your team. Work together with sales and marketing to identify areas of improvement and agree on common goals everyone can work toward.
- Set your plan into action! It's OK to start with small steps and make adjustments over time.
- Need a second opinion or a sales and marketing expert to help with your analysis and strategic plan? Contact Marketing Essentials today!

There can be many challenges within a sales cycle - whether it's getting prospects interested, engaging them throughout the process or getting them to convert into residents. The good news is with a focused plan, you can make improvements that not only help your teams work together more effectively, but make your sales cycle smoother for prospects.

Need some help? I get it – sales process optimization and alignment aren't always simple! Contact Marketing Essentials to set up your free consultation session. We'll discuss your organization, review your goals and discuss ways we could help you reach them.

[Request a Consultation](#)

We hope to hear from you soon. Happy recruiting!



*Melissa Smalley*

Melissa Smalley, MBA, LNHA

[mktgessentials.com](http://mktgessentials.com) | 419-629-0080

