

# WALA

## Sales and Marketing Certification Program

April 13-15, 2005

Alexian Pavilion

Milwaukee, Wisconsin

Join an elite corps of professionals - Mindy Manone of Premier Care Centers, Rae Schweer of Alterra Healthcare and Kerry Foy of Alterra Healthcare - as they show you what everyone is dying to know. How can I make my marketing stand out above the competition, how can I generate those extra sales, and how do I keep my facilities full? We have packed three days to bursting with the topics that give those who use them that solid edge over everyone else.

You can't afford to miss this course!  
Limited enrollment.  
Register early!

### What is involved in the certification?

The courses are based on three volumes of ALFA University's Sales and Marketing Curriculum: *The Assisted Living Marketing Plan*, *The Assisted Living Sales Course*, and *Networking in Assisted Living*. After completing these courses, the candidate must pass an open-book examination with a score of 85 percent or higher to receive AIM's certification.

#### ▪ **AIM Marketing Intensive**

Creating an effective marketing plan -- Topics include analyzing the marketing situation, creating a positioning strategy (understanding your competition), generating leads and referrals, advertising, public relations and networking, converting leads and referrals into move-ins, sales, planning and lead management.

#### ▪ **AIM Sales "Ask, then ASK Again" Intensive**

Sales intensive is based on the industry-specific "ASK, then ASK again" sales model recognized by *Mature Media* as the best assisted living sales program in the country. Some topics include the communications cycle, active listening, building rapport, categories of questions, categories of information, qualifying the customer, verifying, turning features into advantages, the four-step presentation process, steps for handling objections, moving the customer forward, closing the sale, and closing strategies. A comprehensive section on the importance of full disclosure is also included.

#### ▪ **Advanced Marketing Intensive - case study**

The Advanced Marketing Intensive includes the sales training plus comprehensive training on networking and developing an assisted living marketing plan. A one-day interactive program using case studies to address typical marketing challenges. Fun. Very interactive. These programs have been successfully used by some of the nation's leading assisted living providers.

**To be eligible to take the examination and obtain national certification,  
you must attend all three sessions.**

**This “hot hot hot” team of Mindy Manone, Director of Marketing, Premier Care Centers, Rae Schweer, Divisional Sales Manager, Alterra Healthcare Corp. and Kerry Foy, Regional Sales Manager, Alterra Healthcare Corp. will keep you on your toes!**

**Mindy Manone:** Mindy Manone is the Director of Marketing for Premier Care Centers. With a Bachelor's degree in Marketing and Organizational Communication, Mindy has 10 years combined experience in Sales and Marketing of Residential Apartment Communities, Health Care Communities and corporate training.

**Rae Schweer:** Rae Schweer, Divisional Sales Manager for Alterra, has been in the Senior Housing & Assisted Living Industry for 12 years. Rae started in the industry in Chicago with Hyatt Hotel Senior Retirement Communities and has worked in the Senior Housing Division of the Prime Group, Inc., a worldwide real estate/development company and as Corporate Sales Director for Brookdale Senior Living Communities in Chicago. Rae has been with Alterra Healthcare for seven years in various sales, marketing, training and systems capacities. She holds a BA in Music with an emphasis on Music and Business from the Colorado University at Boulder.

**Kerry Foy:** Kerry Foy, Director of Sales Development for Alterra Healthcare, has been employed with Alterra for over 2 years where she has been in a variety of sales, marketing and training positions. In addition, she has held management positions in sales and marketing for both Independent Senior Living and Skilled Nursing facilities. Working with older adults has been her passion for over 14 years. Kerry received a Bachelor's of Applied Arts degree from Central Michigan University in Public Health Education and Gerontology and has also completed post-graduate studies at the University of Southern California in the areas of Gerontology and Public Administration.

**Location:** Alexian Pavilion, 9225 N 76<sup>th</sup> Street, Milwaukee, Wisconsin.

**Directions:**

**From the East:**

From I-43, exit Brown Deer Road West; go North/Right on N. 76th Street approx. ¼ mile and turn left into the Alexian Village Complex. Take the first left into the Pavilion parking area and follow signs to the Alexian Pavilion.

**From the West:**

From I-45, exit Main Street East; go North/Left on N. 76th Street. Follow the directions as stated above.

**Please allow sufficient travel time for weather, parking and traffic.  
We will begin on time each day!**

**Accommodations:** You are responsible for your own reservations and costs. If you would like accommodations, please contact the Courtyard Marriott – Milwaukee North at 800/321-2211 and ask for the special Alexian Village Rates. The Courtyard is located on Brown Deer Road, just east of Alexian Village. A low rate of \$89/night has been negotiated by our friends at Alexian Village for your convenience.

## Sales and Marketing Certification is Available from WALA/AIM

The price of this seminar also includes the National Certification from AIM. This certification is not only nationally recognized, it is also affordable. It allows you to train using the award winning sales, marketing and networking courses that have become the industry standard for excellence.

Still not sure? You should know that pursuing the voluntary certification program offers you the opportunity to expand your base of knowledge, while preparing you to run your operation more profitably and deliver quality care. Undertaking a voluntary certification program is definitely not something everyone will do. As consumers compare long-term care options in your community, the fact that you and your co-workers have gone the extra mile with voluntary certification is a powerful way to set you apart from your competition. Consumers value education and training as a demonstrable commitment to providing quality care.

### **Expensive?**

**How many new residents would it take to cover these costs?**

**This course PAYS.**

**WALA Members save \$110 by registering for all three days for only \$490!**

**Sign Up NOW - Early bird Registration Deadline is March 28, 2005**

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### **Cancellation policy:**

No full refunds will be made after March 28, 2005. For cancellations after March 28, a voucher for future WALA educational events will be issued minus a \$50 administration fee.

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## **OTHER 2005 WALA SEMINARS**

Contact WALA or check on line at [www.ewala.org](http://www.ewala.org)

### **WALA's Advanced Management Certification, Part 2\***

April 26-28, Country Springs Hotel, Waukesha

\*This is a sold out session. Waiting lists are forming for the next offering of this national certification program. Call the WALA office for info.

### **WALA's Spring Regional: The Quest for Quality**

May 3-11, held in each BQA Region

### **WALA's Summer Session: Activity Programming – Working From the Ground Up!**

August 22-26, held in each BQA Region

### **WALA's 6<sup>th</sup> Annual Fall Symposium**

September/October, held in each BQA Region

**Sales and Marketing Certification Program**  
**April 13-15, 2005 – Alexian Pavilion, Milwaukee**

**Registration Form**

Please submit with payment to:  
 WALA - Wisconsin Assisted Living Association  
 2875 Fish Hatchery Road  
 Madison, WI 53713  
**Fax: 608/288-0734**

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Parent Company: \_\_\_\_\_

Facility: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Marketing Intensive                       Sales Intensive                       Advanced  
 Sales and Marketing  
     Tuesday, May 11    *And/or*                      Wednesday, May 12    *And/or*                      Thursday, May  
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	<u>Before March 28, 2005</u>	<u>After March 28, 2005</u>
<b><u>EACH SESSION</u></b>		
WALA Member: (current in 2005)	\$ 200	\$ 230
Non-Member:	\$ 250	\$ 280
<b><i>ALL 3 SESSIONS—includes Certification</i></b>		
WALA Member: (current in 2005)	\$ 490	\$ 580
Non-Member:	\$ 640	\$ 730

**Payment Method:**

**\$\_\_\_\_\_ Due**                      ? Check enclosed to WALA                      ? Visa                      ? MasterCard

*Please print neatly and double check numbers:*

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_