



Topics Covered:

- Self Evaluation/Goal Setting
- The Inquiry
- Discovery
- Presentation & Tour
- Meeting Objections
- Closing
- Mining the Database
- Telephone Follow-Up

The Value of a Sale

How valuable is a prospect?

- A prospect lead can cost anywhere from \$50 to \$5,000
- A prospect, or his/her family, may visit two to six times before making a decision
- The cost of marketing a single unit may range from \$500 to \$10,000
- A single empty rental unit and/or monthly service fee may range from \$27,000 to \$60,000 per year in lost revenue, which can never be recovered.
- Marketing is usually the only department that generates revenue for a company.

Your sales staff will walk away with proven methods to shorten the sales cycle and reduce marketing costs!

What is a sale or lease really worth?

- Average five to seven year Independent Living/CCRC stay, including entrance fees and monthly service fees: \$200,000 to over \$1 million
- Average two to five year sale/lease of an Assisted Living unit: \$70,000 to \$300,000
- Average Active Adult home sale: \$250,000 to over \$1 million

Your staff are Big Ticket salespeople and may not even know it!



Trace
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MATURE MARKET SPECIALISTS

"Every time you train or coach our staff, they walk away with concrete ideas they can use immediately to close the sale!"

- Victoria Kerr, Regional Manager United Senior Living

To schedule a session for your group, please call 941/927-2202 or e-mail Tracy Lux at tracylux@tracemarketing.com today!



Does Your Staff Realize They're **BIG TICKET SALESPEOPLE?**



Complete your training package with our "I'm Not Ready Yet" T-shirts and mugs! They're a fun way to increase enthusiasm and add spirit to the classroom. Also available to enhance your training is a set of five markers that each "highlight" a different objection.

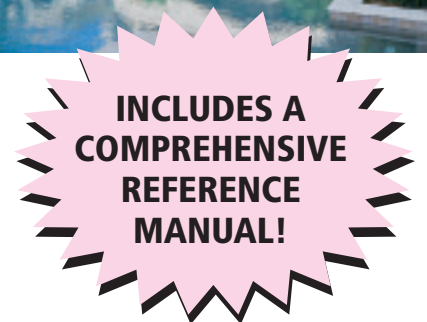
Big Ticket Sales: The 10 Steps to Success

will help your salespeople appreciate why they're in the same league as professionals who sell luxury:

- Homes
- Automobiles
- Jewelry
- Yachts



This complete package will empower your sales staff to raise their closing ratios and increase occupancy FAST.



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**We've added a new section especially geared toward overcoming this downturn market:
*"How to Sell Your Home, Celebrate Its Appreciation and Move On With Your Life!"***