



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
Consulting
Group

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.

**INCLUDES A
COMPREHENSIVE
REFERENCE
MANUAL!**



Trace
Consulting
Group

MATURE MARKET SPECIALISTS
3243 Espanola Drive • Sarasota, FL 34239

**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!"***