

## Contract Sales Specialist Services

### What is it?

The Center for Applied Sales Research's (CASR) *Contract Sales Specialist Services* provide senior living companies with two levels of Sales Specialist Professionals to make a dramatically positive impact on your sales and sales management performance.

### Sales Specialist I

These sales professionals focus 100% of their time on direct selling efforts. They will make customer contact by phoning, emailing and mailing leads in your lead data base to make appointments for themselves and others, conduct tours and close sales.

### Sales Specialist II

In addition to providing direct selling at your communities, Sales Specialist II's have the experience and skills to analyze your community's marketing plans, interview candidates for sales positions as well as providing sales training and coaching for sales teams.

### When should you use CASR's *Contract Sales Specialist Services*?

- ✓ You have communities with occupancy shortfalls creating a negative financial impact on overall performance.
- ✓ Vacant community sales positions due to maternity leave, sickness or termination.
- ✓ You are in a pre-sales or fill-up mode with a new community and want to ensure on-budget sales performance.
- ✓ You are conducting a grand-opening or major marketing event and want additional sales professionals to supplement existing available resources.
- ✓ Open area or regional sales management positions are creating a sales leadership void.

### Advantages to using Contract Sales Specialist Services:

- ✓ Proven professional senior living sales experts.
- ✓ Rapid, flexible deployment where and when you most critically need it.
- ✓ No long term commitment to a full-time employee.
- ✓ Eliminate the increased employee costs of vacation, insurance, and 401k contributions.

## **Proven Performers**

The *Contract Sales Specialist Services'* sales professionals are proven sales experts with years of direct selling and sales management experience. They bring with them a level of professionalism and proficiency that ensures their successful performance while dramatically increasing the number of customer contacts, appointments, deposits and move-ins.

## **Seamless Perception**

In each community where a Sales Specialist is deployed, the customer perception is that they are interacting with a representative of your community/company. Our Sales Specialists will be fully briefed on your company history, philosophy, procedures and strategy.

## **Hidden money in your lead base**

CASR's *Sales Specialists* will more than pay for themselves from newly collected community fees as well as generating substantial added revenue over the length of stay of your new residents. CASR research has shown that for every 30-50 leads in a sales data-base, there is a move-in. 1500 leads will produce between 30 and 50 move-ins. With an average monthly rent of \$3,000.00 that translates into \$90-\$150,000 of monthly revenue. Factoring an average length of stay of 20 months and the impact is between \$1.8 and \$3 million of additional revenue.

## **Calculating Sales Activity and Financial Impact**

CASR has developed three Excel-based tools that will assist you in conducting an analysis of your current and anticipated sales performance with the addition of a CASR Sales Specialist.

- ✓ *The Sales Planning Worksheet* quickly calculates the level of sales activity necessary to provide on-target community performance. It provides a clear picture based upon a 90 day analysis of current and anticipated occupancy, move-ins/move-outs, and sales conversion percentages.
- ✓ *The Financial Impact Worksheet* provides you with a ready tool to calculate the likely financial impact of your un-occupied units.
- ✓ *The Sales Specialist Productivity Projection* quickly calculates the anticipated sales activity and impact on new customer deposits during an assignment at one of your communities.

## **How do you begin benefiting from CASR's *Contract Sales Specialist Services*?**

A 30 minute call will allow us to discuss your company's occupancy challenges, and using our analysis tools determine the financial impact of your unfilled units along with a realistic projection of what is needed to bring your occupancy to desired levels. We can then determine how our *Contract Sales Specialist Services* can be of greatest benefit, and draft a tailored proposal to address your needs.