

Center for Applied Sales Research to Provide Senior Living Companies Contract Sales Specialist Services

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The Center for Applied Sales Research, an Assisted Living Federation of America President's Council Member, has launched an innovative sales and sales management program: "**Contract Sales Specialist Services.**" *Contract Sales Specialist Services (CSSS)* provides senior living companies with two levels of Sales Specialist Professionals to make a dramatically positive impact on their sales performance, particularly at communities with significant occupancy or reservation shortfalls.

Sales Specialist I - These sales professionals focus 100% of their time on direct selling efforts. They enable customer contact by phoning, emailing and mailing leads in the company 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 a senior living community's marketing plans; interview candidates for sales positions as well as providing sales training and coaching for sales teams.

According to Ned Dobner, CASR Founder and Principal Consultant: "*Occupancy challenges happen. Whether due to vacant sales or sales manager positions, a bad hire, or unanticipated waves of move-outs caused by aging-in-place, illness, death or family changes, a senior living community can rapidly find itself 6-10 or more units under budget. With the normal number of tours, move-ins & move-outs, it will likely take many months to get back to budget, much less to 100% full. The cost of lost revenue from these vacant units is huge.*"

CASR's CSSS program assists senior living companies in meeting this challenge by providing *Sales Specialists* who are proven sales experts with years of direct selling and sales management experience. Flexibly deployable without a long-term commitment, 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.

Of keen interest to senior living companies is that CASR's *Sales Specialist* efforts are self-funding from newly collected community fees. Additionally, they generate substantial added revenue over the length of stay of 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.

CASR has also developed three Excel-based tools, *The Sales Planning Worksheet*, *The Financial Impact Worksheet* and *The Sales Specialist Productivity Projection*. These tools allow senior living companies to specifically calculate the level of sales activity necessary to provide on-target community performance, financial loss of un-occupied units, and the anticipated sales activity with impact on new customer deposits during a Sales Specialist assignment.

About CASR:

The Center for Applied Sales Research, an ALFA President's Council Member Company, provides Senior Living Companies with a complete range of sales and sales management services including sales process evaluation, contract sales management services, mystery shop services, sales training/coaching and program design and delivery.

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