



Making the Approach: Advanced Sales Training for Home Care Professionals

Strategies and Insights to grow your home care sales team, make more effective sales calls, and get more referrals that turn into admissions.

A Three-part Audio Teleseminar Series

With Michael Giudicissi and Stephen Tweed

What do you do after the first sales call? How do you approach a physician or a hospital discharge planner for that next sales call? What do you say to get back in the door?

These are the questions we hear all the time from new AND experienced sales people in home care. Now, we have the answers for you.

Stephen Tweed, CEO of Leading Home Care, and Michael Giudicissi, former Vice President of Business Development for a major home care company, have teamed up to bring you the latest ideas and information on how to make more effective sales calls in home care. Based on a new book by the same title, ***Making the Approach: Advanced Sales Training for Home Care Professionals*** is a three-part audio learning program for your entire sales team.

Session #3 – The Third Call and Beyond – December 14, 2006

In this session, you'll get ideas and insights on how to feed your referrals sources and prospects information ... NOT with donuts! Too many sales reps in home care fall into the pharmaceutical trap of only being able to get in the door by bringing lunch. Krispy Kremes® are not the key to a doctor's heart. There are better ways to get our message across and build customer loyalty.

In this session, Michael and Stephen will give you tools to build "The Respect Factor – the unbreakable relationship," and describe how to aim for customer delight. You'll find out how to make your customers your sales force, and how to "Lock Up Your Territory."

Objectives: As a result of this program, you will be able to:

1. Feed them information ... NOT donuts
2. Demonstrate how to build the respect of your customers
3. Aim for customer delight
4. Make your best customers our sales force
5. Lock up your territory

IV. The Third Call and Beyond

Feed Them Information. . . Not Donuts

- 1) Krispy Kreme® Donut. . . Add 350 Calories
- 2) Pick Up the Phone and Make a Referral. . . Subtract 25 Calories
- 3) Add Value – Not Calories
- 4) Watch Out for Stark and Anti-Kickback Violations

The Respect Factor (The Unbreakable Relationship)

- 1) There is no Deeper Business Relationship Emotion than Respect
- 2) Respectful Referrers don't Dump on You
- 3) Time is the Key to the "Unbreakable" Relationship
- 4) Get Them on Your Side of the Table

Aim for Customer Delight

- 1) Customer Service? Ahhh-ok
- 2) Customer Delight? Doing More Than They Knew You Wanted
- 3) Many Companies Focus on Customer Disservice
- 4) How Can You Deliver Premier Service to Your Referrer (and Look Out for Your Competitors Too)?

Make Them Your Sales Force

- 1) If They Like You They May Use You Again
- 2) If They Love You They Will Use You Again
- 3) If They Really Love You They Will Make Others Use You Too

How to "Lock Up" Your Territory

- 1) Imagine Your Territory as Your Office Building
- 2) If You Own the Building You Would Want to Know Everything that's Going On In It
- 3) When You Went Home at Night You'd Lock It Up to Keep It Safe and Secure
- 4) Treat Your Territory the Same Way

Discussion Questions

Lead a discussion of the following questions among your sales team.

1. What are some ways we can respond to a receptionist in a doctor's office who says, "The only way you can get to see the doctor is if you bring lunch for the office?"
2. What are three things we can do to build respect from our referral sources and prospects?
3. What are three specific things we can do in our company to create "Customer Delight?"
4. What can each person do to "lock up" their sales territory?

Other Resources for Your Sales Team

Making the Approach: Advanced Training for Home Care Sales Professionals

By Michael Giudicissi

An e-Manual that you can download from our web site to your computer, this book describes in much more detail all of the information that Michael will be sharing with you in this teleseminars series. The E-book and the Audio CDs from this series will make an excellent personal sales training program for your new sales reps.

<http://www.leadinghomecare.com/store/ebooks/salestraining.html>

Home Care Sales Manager Interactive with Michael Giudicissi

Coming in January 2007! Join a new interactive community of sales managers and marketing professionals exclusive to home health care and private duty non-medical home care companies.

Your host is Michael Giudicissi, one of America's premier experts on the sales and marketing of home health care. Together with his team of hundreds, you and your peers, he will create an exciting, informative and truly interactive experience brought to you via telephone and Internet.

With new content added every month, in fact, every day, you'll never again have to rely on your gut instinct exclusively. Share your experiences and learn from others in this comfortable safe environment. Subscribe today and get 14 months for the price of 12. Sales Manager Interactive will be launched in our beta test during early November 2006. If you sign up today you can participate in the exclusive beta phase and watch new content appear. Charter members will get full access for the last two months of 2006 plus all of 2007.

Charter membership is only available to the first 100 individuals! Call or register online today before all slots are gone. Once 100 individuals sign up, new memberships will be closed until the first of the year.

<http://www.salesmanagerinteractive.com/>

Changing Lives: Achieving Your Untapped Potential

By Michael Giudicissi

The book is about facing reality with yourself, your life, and getting the things done that you really want to get accomplished. It is a "recipe" for how to take the first steps and gain the momentum to finally achieve those things. Michael uses his triathlon experiences as metaphor for life and draws many examples for overcoming the obstacles set before us. **To order this book call toll free, 888-668-9333.**

About your Teleseminar Team



Stephen Tweed, CSP, has spent the last 25 years working with home care organizations that want to grow and with home care leaders who want to get ready for the future. He is currently Chairman and CEO of ***Leading Home Care ... a Tweed Jeffries company***. His firm provides strategies and insights for home care companies that want to grow, and for home care leaders who want to get ready for the future. Stephen is the author of *Strategic Focus: A Gameplan for Developing Competitive Advantage*, and co-author of four books specifically for home care leaders.

He is the Editor and Publisher of ***Stephen Tweed's Leading Home Care Report***, the largest electronic newsletter for home care leaders, and the publisher of ***Private Duty Today***, the leading electronic newsletter for Private Duty Home Care.



Michael Giudicissi has spent the past 15 years working in sales, sales management, and home care leadership. Before joining Leading Home Care as our Home Care Sales Training Specialist, Michael served as Vice President of Business Development for a \$40 million regional home care company in the Southwestern United States. He coaches home care sales managers in business development and sales performance, and trains home care sales representatives. Michael is the author of two books, including ***Making The Approach: Advanced Training for Home Care Sales Professionals***, upon which this teleseminar series is based.

Michael is also the editor of ***Sales Manager Interactive***, the weekly electronic newsletter for home care sales and marketing managers which began in October of 2006.



Annie Yoho, our teleseminar producer, brings a unique perspective to our Leading Home Care audio learning series. Annie's roots represent a long line of communication talent. Her father, father-in-law, and her husband are all professional speakers. For ten years, Annie served as Vice President and Marketing Director for her father's speaking business, where she developed and implemented a telemarketing system for the speaking business.