

Relationship Selling and Persuasion Skills for Home Care Leaders

Leading Home Care... a Tweed Jeffries company

February 5, 2004 - 1:00 p.m. Eastern Time

Guest Expert:

*Dr. M. Tray Dunaway, FACS
Surgeon, Professional Speaker
and Author*

Your Host:

*Stephen C. Tweed, CSP
Chairman & CEO
Leading Home Care*

All of the change taking place in home care today is creating incredible opportunities for you to grow your business and position your company for the future. One of the best ways to grow your business is through the focused application of strategic selling and marketing skills.

This high-content teleseminar is designed to provide you and your sales team with what you need to know to persuade key physicians, referral sources and third party payors to refer patients to your agency instead of your competitors. It will help you identify and develop certain skills that are critical to your success, and it will show you ways to build better relationships with your key internal and external customers.

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

1. Develop relationships with physicians and their office staff
2. Communicate more effectively with physicians
3. Ask physicians for referrals

Program Content:

- ✓ The Seven Step Relationship Selling Process
- ✓ Prospecting for physicians to make referrals
- ✓ Making the approach to busy physicians

The Seven Step Relationship Selling Process *“The Seven Steps Applied to Physicians”*

1. Prospecting - How do we determine if a physician is an “A” prospect?
2. Making the Approach - What is the best way to approach this prospect?
3. Developing Rapport - How do we earn rapport with a busy physician?

The Leadership Academy Teleseminar Series

This teleseminar series is based on the live two-day Leading Home Care Leadership Academy. This series runs for eight months starting in November, focusing on the core competencies that make a highly effective home care leader. Based on five years of research in this industry, your presenters, Stephen Tweed and Elizabeth Jeffries, will lead you through 12 hours of unmatched industry specific leadership development for your middle managers and first line supervisors.

Schedule and Topics:

(All times 1:00 - 2:30 p.m. Eastern)

- November 20, 2003 - Seeing the Bigger Picture (Audio CD Available)
- December 18, 2003 - Forces & Trends Shaping the Future of Home Care
- January 22, 2004 - Strategic and Operational Planning
- February 19, 2004 - Setting Priorities & Managing Time
- March 18, 2004 - Problem Solving & Decision Making
- April 15, 2004 - Finding and Keeping Great People
- May 20, 2004 - Inspiring Others to Follow YOU
- June 17, 2004 - Managing Team Performance

The Relationship Selling and Persuasion Skills Series

Nothing happens until someone sells something. That's just as true in home care as any other business. Yet many home care professionals are uncomfortable with the idea of "selling." The word conjures up images of a used car lot and a guy in a plaid sport jacket.

But every home care executive is a sales person. Whether you are selling home care services, or selling your ideas to your team members, selling and persuasion skills are critical for your success. In this highly interactive learning system, you will experience a proven process for persuading others to take action. Whether it's persuading a discharge planner to refer patients to your agency, persuading a physician to return signed orders on time, or persuading a bank trust officer to send you Private Duty customers, you'll find these skills invaluable to your success.

Schedule and Topics:

(All times 1:00 - 2:30 p.m. Eastern)

- January 8, 2004 - The Seven Step Relationship Selling Process
- February 5, 2004 - Special Skills for Communicating with Physicians -
featuring Dr. M. Tray Dunaway
- March 4, 2004 - Develop Client Rapport and Building Customer Relationships
- April 1, 2004 (No Fooling!) - Mastering Persuasion and Closing the Sale

About your Leading Home Care Teleseminar Team

Dr. M. Tray Dunaway, FACS



Dr. M. Tray Dunaway, FACS, is a surgeon turned professional speaker who uses his years of experience as a physician and surgeon to help other physicians be more successful in their practices, and to help home care leaders communicate more effectively with physicians.

Stephen C. Tweed, CSP



For the past 20 years, Stephen Tweed has worked with home care companies around the country that want to grow their businesses, and with home care leaders who want to multiply performance. He is currently Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*, the center for home care strategy and leadership. Stephen has served on the Boards of Directors of three different home care companies, and as the Interim President and CEO of a \$25 million home care company with 400 employees.

Daniel J. Cassin: Teleseminar Producer & Moderator



Dan Cassin brings us more than 20 years of experience in sales and customer service in financial services, residential construction, and home care. Dan works with *Leading Home Care ... a Tweed Jeffries company*, and our sister company *Lighthouse Learning Systems ... a Tweed Jeffries company*, as a learning program facilitator. Dan presents educational programs on sales and customer service for home care companies, and is the director for a major project to create a customer service culture in the hospitality industry in Greater Louisville.