



## Hot Topics for 2008

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### For Private Duty Home Care

#### Sitting on the Sofa with the Customer: Selling Private Duty Home Care

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 Private Duty 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 Geriatric Care Manager to refer patients to your agency, persuading an Assisted Living Facility to enter into a joint marketing effort, or persuading a Bank Trust Officer to send you Private Duty customers, you'll find these skills invaluable to your success.

**Purpose:** To present a focused process for selling Private Duty Home Care services and persuading customers to buy your services.

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

1. Describe the seven step Relationship Selling process.
2. Explore new ways of approaching prospective customers.
3. Develop rapport and build stronger relationships.
4. Effectively present ideas, programs, and services.
5. Master the five levels of persuasion.