



Hot Topics for 2008

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Learning Seminars and Breakout Sessions: For Certified Home Health Agencies

Managing the Home Care Sales & Marketing Process

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 ". And most home care executives are reluctant to get actively involved in managing the home care sales process.

But every home care executive is a Sales Manager. Whether you are promoting home care services, marketing new programs and services, or building your brand awareness in the community, you need to manage the sales process. Especially when you have a team of people working to bring in new business. In this highly interactive learning system, you will experience a proven process for communicating with your customers and potential customers. You'll explore the seven roles of a sales manager, find out how to select the best sales team members, and how to measure sales performance.

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

1. Describe the seven roles of a home care sales manager.
2. Discuss the Top Ten Techniques to find the right person.
3. Identify the workplace motivators for home care sales people.
4. Measure and manage sales performance.