



Hot Topics for 2008

by
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Learning Seminars and Breakout Sessions: For Certified Home Health Agencies

Relationship Selling and Persuasion Skills for Home Care Leaders

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.

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. Assess your customer's buying style.
5. Develop special skills for communicating with physicians.
6. Effectively present ideas, programs, and services.
7. Master the five levels of persuasion.