



A Shortened Sales Cycle Leads to a Successful Launch



Case Study:

Sales Consulting
Clark Retirement Community

Website:

ClarkRetirement.org

Industry:

Senior Living

The Situation

Beginning in 2019, Creating Results partnered with Clark Retirement Community to revitalize their senior living offerings, which have served West Michigan’s older adults since 1906. Clark has a favorable reputation in Grand Rapids, and was set to begin an expansion at their Keller Lake campus. Like many other blue-sky projects, the Clark team needed to meet a 70% pre-sales goal in order to begin construction. With expertise in repositioning, as well as blue-sky marketing and sales, Creating Results was hired to increase awareness of their current products and help with the launch of Clark at Keller Lake’s independent living (IL) expansion.



TESTIMONIAL:

"The sales training and coaching you have provided me was the best investment Clark could have made on this project. I would not be where I am today with my sales without your help."

MELISSA GUIGUE
Sales Counselor, Clark at Keller Lake

Strategy

Along with an integrated marketing plan focusing on both awareness and lead nurturing campaigns, Creating Results recommended sales training and coaching for the Clark team due to an inconsistency in deposits and the need to increase the lead-to-sale conversion rate. This recommendation was based on our philosophy that marketing and sales need to work together seamlessly to support the overall business goals. In Clark's case, the goal of 36 pre-sales in 18 months was an endeavor that required the combined efforts of all our agency's departments.

While the creative campaigns and marketing strategy were being developed, our sales team went to work setting up the Clark sales team for success. First, we reviewed competitive positioning and audited the sales experience by reviewing marketing materials and sales presentations, assessing the lead database, listening to inbound and outbound calls, as well as reviewing their emails and other forms of communication to prospects. Through this process, we were able to uncover opportunities to advance the prospect through the funnel more quickly and provide the training and ongoing support needed to improve performance and increase deposits.

Clark's average monthly sales activities **increased from 137 a month to 575 a month** – an improvement of 475%.

Average tours-to-deposit rate **increased from 9% to 19% in 6 months** (industry average for IL is 18–20%)

With Creating Results' sales training and support, Clark **doubled their average number of monthly deposits from 1.5 to 3**

SOLUTIONS

As our team worked to optimize marketing campaigns to promote the Keller Lake expansion, we recommended the following sales solutions to complement those efforts:

DISCOVERY AND SALES

IMPLEMENTATION TRAINING:

A comprehensive sales methodology curriculum focused on relationship-building and securing a complex sale. This included multiple group training sessions with the Clark at Keller Lake sales team on the discovery process and sales process implementation – particularly in blue-sky sales as it differs from the typical sale.

ONGOING SALES COACHING AND TRAINING:

We held weekly, individual coaching sessions with the Clark sales leadership and staff. The purpose of these sessions was twofold. First, we wanted to identify improvements in processes, role delineation, sales activity goal setting and operations to better enable sales staff to focus on revenue-generating activities. Second, we wanted to work with individual sales counselors on strategic pipeline management, best practices in database entry and identifying where their next deposits were coming from with their specific goals in mind.

LEVERAGING MARKETING AND EVENTS:

Part of the ongoing sales coaching and training also included leveraging marketing initiatives to the sales team's advantage. For instance, the sales team advertised upcoming events and incentives promoted digitally as talking points in conversations with the prospects in order to advance them to the next logical step in their buying journey.

RECRUITMENT AND LEAD NURTURING ASSISTANCE:

In order to hit sales goals, Clark needed additional short- and long-term sales manpower. Creating Results' sales staff assisted Clark's internal team with inbound and outbound prospect management, starting with the inquiry phase and nurturing them to appointment for the on-site counselor. Our team also assisted with the search for new sales personnel at Keller Lake, interviewing and providing recommendations to the leadership team.



Average Monthly Sales Activity (for one sales counselor)

PRIOR TO CR SALES STRATEGY

137 Activities
70 Voice-to-Voice Calls
48 Inbound &
Outbound Emails
16 Tours
1.5 Sales per Month

POST CR SALES STRATEGY

311 Activities
99 Voice-to-Voice Calls
145 Inbound &
Outbound Emails
28 Tours
3 Sales per Month

Results

By implementing Creating Results' sales philosophy, the sales team at Clark at Keller Lake shortened their sales cycle during the critical time period in which the expansion project was launching. Even during the dead of winter and a government shutdown, they continued to use the tools and processes developed to improve their sales performance over time. Just 5 months into the Creating Results sales strategy, the Clark at Keller Lake team enjoyed the fruits of their labor, meeting their 70% deposit goal before the projected pre-sales deadline.

2,757
TOTAL
ACTIVITIES

1,828
VOICE-TO-VOICE
CALLS

901
INBOUND & OUT-
BOUND EMAILS

29
SALES COUNSELOR
APPOINTMENTS
SECURED

Results of Lead Nurturing Assistance

everything mature consumers experience

Creating Results is a generational marketing agency with more than 25 years of experience in senior living and 55+ housing. Exclusively focused on 50+ audiences, we design solutions for each client's competitive landscape, assets and goals.

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