



Improved Sales Processes Triple Lead Conversion Rate

Case Study:

Sales Training & Consulting

Trinity Woods

Website:

TrinityWoodsTulsa.com

Industry:

Senior Living

The Situation

Creating Results has partnered with Trinity Woods as their agency of record since March 2022. In reviewing the marketing plan and its results, the team determined that marketing initiatives were achieving their lead generation goals, however, the percentage of these leads being converted to sales was lower than desired and below industry benchmarks. With new staff and leadership in place, it was time to re-establish a cohesive sales strategy and standardized processes, all aimed at increasing lead-to-sale conversions.

Strategy

Creating Results recommended a series of group trainings for the sales team followed by one-on-one coaching with both sales leadership and sales representatives to reinforce the learnings from the group training as well as address the specific needs and roles of each team member.

Creating Results also recommended supporting the sales team with strategic database mining, in which a Creating Results team member focused on re-engaging with colder leads to help guide them back to the sales pipeline for individualized nurturing from the Trinity Woods sales team. This approach also provided support to the sales team in processing the influx of new leads from the marketing plan's lead generation tactics.

Solution

DISCOVERY AND SALES PROCESS

INTEGRATION TRAININGS:

These trainings focused on relationship building and executing on a standardized process for inbound leads and outbound sales nurturing.

ONE-ON-ONE SALES COACHING:

A dedicated sales coach met with each member of the team monthly to reinforce learnings, coach individual needs, answer questions and advise and role play the approach for current live leads. Meetings with leadership provided support to management in coaching their team, maintaining accountability and measuring results.

DATABASE MINING:

A dedicated external sales consultant was assigned to help with lead response and nurturing existing cold leads to an onsite tour with the Trinity Wood team.

SALES BOOTCAMPS:

Refresher courses were conducted as needed to continue sharpening sales skills and to reinforce and revisit aspects of the original training after seeing the process in action. As the team operationalized processes into their daily routines, additional best practices were incorporated to further hone their approach.

Results

With Creating Results' sales methodology in place, the Trinity Woods team tripled their sales conversion rate in just six months, from 1.27% to 3.85%. Sales from the last 60 days alone eclipsed sales from the 8 months before training.

3%

Increase in sales conversion rate in 6 months since training.



3x
Sales conversion rate



SALES in last 60 days = **SALES in previous 8 months**

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