
THE DO'S AND DONT'S OF TOURS

Care Providers Conference • November 2019

**The good,
the bad, and
the ugly of
assisted
living tours**

Presented by

Twin Cities Care

Trusted Senior Living Advisors

Care Providers Conference

November 2019



**Names and
circumstances
have been changed
to protect
the innocent AND
the guilty!**

Competitive Landscape

300+ Assisted Living Facilities

150+ Residential Care Homes

125+ Nursing Homes

Typical client tours

3-5 communities

Learning Objectives

1. Identify your *real* competitive advantages - and put them into words that *resonate with your clients*
 2. Why one-size-fits-all tours don't work, and how to customize them
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Learning Outcomes

1. How to do client discovery *before* the tour
 2. How to customize your presentation based on what you just discovered *during* the tour
 3. How to create “unforgettable” moments so the client chooses your community *after* the tour
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Competitive Advantages

- ❑ Safe environment
 - ❑ Caring Staff
 - ❑ Assistance with ADL's
 - ❑ Nurse on call
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Competitive Advantages

- ❑ Quality
 - ❑ Price
 - ❑ Location
 - ❑ Selection
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Competitive Advantages

Quality

- ❑ Caregiver ratio
 - ❑ Responses time
 - ❑ Caregiver training
 - ❑ Caregiver pay
 - ❑ High levels of care
 - ❑ Nurse in the building on weekends
-

Competitive Advantages

Quality

qual·i·ty: the standard of something as measured against other things of a similar kind; the degree of excellence.

Audience exercise:

What are some SPECIFIC examples of quality in a senior living setting?

Show Don't Tell

BEFORE: *Sarah missed her train.*

AFTER: *Glancing at her watch, Sarah saw that she was late for her train. She broke into a sprint and arrived four minutes later, out of breath, as the train pulled away.*

Good

“Our caregiver response times are among the lowest in the industry.”

Better

“Our caregiver response time is X minutes on average. That's 4 minutes faster than the average for the industry.”

Best

We have a system where every resident has a pendant and our caregivers can only log their arrival time when they are actually physically in your mom's room.

I just pulled our response time report for the last month before our tour so I could give you the most updated information, and guess what, our average response time is X minutes. That's a full 4 minutes faster than our competitors!

Competitive Advantages

Price

- ❑ Lower rates
 - ❑ All-inclusive pricing
 - ❑ À la carte pricing
 - ❑ Cost transparency
 - ❑ Cost comparison
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Competitive Advantages

Price

price: the amount of money required to pay for a service; an unwelcome condition of achieving a desired end.

Audience exercise:

What is your competitive advantage if you...

accept Elderly Waiver?

do NOT accept Elderly Waiver?

Competitive Advantages

Location

- ❑ Shops and services within walking distance
 - ❑ Accessibility to nature and walking paths
-

Competitive Advantages

Selection

- ❑ Meal choices
 - ❑ Transportation
 - ❑ Group exercise with an instructor
 - ❑ Exercise room
 - ❑ Concierge
-

**Competitive
Advantages**

Selection

selection: a variety of products or services from which to choose.

Audience exercise:

Can you think of a time your concierge went above and beyond, or another example of “show, don’t tell”?

Competitive Advantages

Older Buildings

- ❑ Established processes
 - ❑ Staff Longevity
 - ❑ Established community culture
 - ❑ Long time residents & participation
 - ❑ Proximity to nature and beautiful views
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One Size Does Not Fit All

1. Discovery is your key to the customized tour
 2. Customizing the tour is your key to the prospect's heart!
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Discovery

- ❑ Who are you and what is your relation to the person you are looking for?
 - ❑ Where is that person now?
 - ❑ What is prompting the move?
 - ❑ Is there a sense of urgency?
 - ❑ What did they do for a career?
 - ❑ What are their hobbies and interests?
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Discovery

USE IT

or

LOSE IT

**One Size
Does Not
Fit All**

Hospitality Model

vs.

Healthcare Model

**One Size
Does Not
Fit All**

Extroverts

vs.

Introverts

**One Size
Does Not
Fit All**

Adult Children

vs.

Senior Parents

Do's & Dont's

Social Proof

- ❑ Community allies: current residents that love your community
- ❑ Employee allies: friends and family of current employees

Audience exercise:

Do you have go-to residents in your community?

Do's & Dont's

Tough Questions

- ❑ Staffing ratio/Response time
 - ❑ Employee turnover
 - ❑ Caregiver quality (CNA/home health aids) and caregiver pay
-

Do's & Dont's

Other Dont's

- ❑ Using industry jargon
 - ❑ Using terms of endearment
 - ❑ Being overly positive or negative
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Homework

1. Identify your competitive advantages
 2. Build relationships with your “community go-to’s”
 3. Incorporate “show, don’t tell” technique into how you talk to prospects
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Keep in touch!

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