



CASE STUDY

Sales Training Yields 5% occupancy and \$1.8 Million Revenue Increases

The Problem

A large Upper Midwest network of 30 communities with over 9,000 residents, offering Independent Living, Assisted Living, and Continuing Care Retirement Communities (CCRC). With historically high occupancy rates hitting as high as 97%, the organization found it difficult to achieve these benchmarks with newer developments, and ultimately reached a low of 87%.

To control labor costs, this not-for-profit's primary sales responsibilities were assigned to a single individual with responsibility for sales across multiple states and dozens of communities. Executive directors were expected to manage both operations and sales – a daunting task for the most organized individual. Busy, untrained managers and staff were expected to grow the business, without having the skills to do so.

The Bild Solution

With a focus on training and systems, Bild & Co employed a multi-level approach to getting this large organization's sales on track.

- ✓ **Proven Sales Systems.** We implemented a systematic approach to sales that included training staff how to ask open-ended questions, track leads, set appointments and consistently follow up on prospective clients.
- ✓ **Staff Training.** Selling is everyone's job, not just the executive director. We encouraged these communities to create a collaborative environment where everyone cooperates in tracking leads and needs to keep occupancy high without discounting prices to do so.
- ✓ **Executive Director Sales Training.** Teaching time and systematic efficiency, while being engaging to current and future clients, was the key to get executive directors to become engaged, not afraid, of the sales process.
- ✓ **Target the Right Customer.** The "bread and butter" customer for this organization is Independent Living. Focusing on customers who enjoy this lifestyle, selling on value instead of price, was a key factor in increasing occupancy. We challenged them to ask why they should sell CCRC if clients don't really need to move? We taught them to focus on the right customer and address the right needs.
- ✓ **C-Suite Sales Training.** It's vital to Train the Trainer – the Vice President of Sales - before the Bild team exited the project. We created a specific, executive-level training program to continue strong results post training.

The Client's Results

With 11 communities participating in the Bild Training Program, we increased occupancy nearly 5% within an 8-month period, resulting in \$1.8 Million in increased sales, with additional revenue generated by care fees. We proved that focused sales training and systems result in industry-best-in-class results.

Contact Bild & Co to increase occupancy and revenue

with proven sales solutions!

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