



## Senior Conversations® FACT SHEET

*Coaching Towards Purposeful Living*

**Welcome to the *Senior Conversations* Fact Sheet. If you have any questions after reviewing the fact sheet, call MJ Senior Housing at 402.719.6329. We look forward to partnering with you as you further your training sales coach training.**

*Senior Conversations* is designed for professional individuals who desire to make a positive difference in the lives of seniors and their families through the selling process. This training will take you through a multiple week, step-by-step approach to learning, practicing, and applying in-depth listening and meaningful discussion in senior sales.

*Senior Conversations* will teach you how to hear what the prospect is saying and isn't saying and how to ask powerful questions to create greater awareness of his or her situation. We take these basic principles and break them down to set the foundation for *Senior Conversations*. It will provide you with the tools and resources necessary to take back to your organization and begin using immediately. Just as a solid foundation is built one brick at a time, *Senior Conversations* takes you "brick by brick" to building a sustainable sales solution.

### **Learning Methods:**

*Senior Conversations* is delivered in several strategic learning formats, including:

1. Two in-person workshops in Weeks 1 and 10.
2. Eight weekly teleclasses group sessions.
3. Weekly independent reading and exercises.
4. Three interactive exercises with your peer.

These learning formats are consistent with our belief that lasting transformational learning requires four interrelated components: *information, application, conversation, and observation*. New knowledge of a people-focus sales approach is not sufficient for becoming an effective sales coach and to build a sustainable sales solution. We also need to practice what we're learning, and to talk about what we're learning with others who are learning the same things. ***Our approach to sales coach training purposefully incorporates all four of these dynamics, so that your investment in your personal development is maximized.***

### **Course Requirements:**

For successful completion of the program, you will need to fulfill all of the following requirements:

1. Attend both workshops and all eight group teleclasses.
2. Complete three peer coaching sessions with a peer prior to the final workshop.
3. Complete all individual reading, application exercises, and a final paper, and final exam.

Note: If an emergency circumstance prevents you from attending a tele-session, you must make it up by listening to the recording of that class, and e-mail a one-page summary of the content/discussion to your trainer *within one week of the missed class*. Your trainer will provide details for how to access the recording.

### **Learning Outcomes:**

As a result of successfully completing *Senior Conversations*, you will gain knowledge and experience to:

- Understand and apply the *Senior Conversations* sales approach.
- Understand, develop, and integrate basic and advanced coaching skills and sales principles to build a foundation for a prospect-focused senior conversation. This includes the ability to:
  - Understand coaching ethics and standards and to apply them appropriately in all sales coaching situations.
  - Understand what is required in specific sales coaching interactions with prospects, influencers and decision makers.
  - Create a safe, supportive environment that produces ongoing mutual respect and trust.
  - Be fully conscious and create spontaneous relationship with the prospect, employing a style that is open, flexible, and confident.
  - Focus completely on what the prospect is and is not saying, to understand the meaning of what is said in the context of the prospect's desires, and to support prospect self-expression.
  - Ask questions that reveal the information needed for maximum benefit to the sales coaching relationship and the prospect.
  - Communicate effectively during senior conversations and to use language that has the greatest positive impact on the prospect.
  - Integrate and accurately evaluate multiple sources of information and to make interpretations that help the prospect gain awareness and thereby achieve agreed-upon results.
  - Create opportunities with the prospect for ongoing learning during coaching and taking new actions that will most effectively lead to agreed-upon coaching results.
  - Develop and maintain an effective plan with the prospect that results in the prospect's desired outcome.
  - Focus attention on what is important for the prospect and to enable the prospect to move toward his or her desired outcome.
- Develop the skills to build a sustainable sales solution for senior living sales.
- Apply tools and resources that integrate sales and coaching in your organization.
- Establish a sales process with marketing and follow up strategies to support senior conversations.

### **Time Commitment:**

*Senior Conversations* lasts a full ten weeks. The program includes two workshops (each two days in length) and eight weekly call-in sessions. You can expect to devote an average of three to four hours per week to the training, including all group sessions, reading, peer coaching, and workbook exercises.

### ***Can I work at my own pace each week?***

Any independent reading is done at your convenience throughout each week. However, the weekly reading, workbook exercises, and group sessions, must be completed by the times specified on the training schedule that you will receive with your workbook.

### **Cost of Training:**

The tuition for *Senior Conversations* is \$2,000. Your tuition covers all training (workshops and teleclasses), your workbook, and textbooks.

### ***Are there any additional expenses not covered in the tuition cost?***

You will pay for your own travel, lodging, and meals at the on-site workshops.

### **Certification:**

With successful completion of *Senior Conversations* and the certification requirements, you may apply for MJ Senior Housing Coach Certification.

### ***What is my next step after Senior Conversations?***

There are CEU requirements for renewing your certification every two years. If you desire to continue your coach training, please contact the MJ Senior Housing.