

THE ONLY ADVANCED CONFERENCE OF ITS KIND!!

14TH ANNUAL EVENT
ALL NEW TOPICS!!

THE 2010 ADVANCED SALES

& MARKETING SUMMIT FOR

SENIORS HOUSING, ASSISTED LIVING

AND NURSING INDUSTRIES

"OVERCOMING THE KNOWING-DOING GAP"

DEC. 6-7, 2010

RITZ-CARLTON BEACH RESORT & SPA

NAPLES, FL

★ ★ ★ ★ ★
"I thought
most owners like
me knew what's
taught here...
I was wrong"

PIET PIETRZAK,
Principal,
Smith Packett

★ ★ ★ ★ ★

ASSOCIATION AND INDUSTRY SPONSORS:

- American Seniors Housing Association
- Assisted Living Federation of America

CORPORATE SPONSORS:

- G5 Search Marketing
- One On One Service to Seniors
- Roche Associates
- REPS Leads by MDI Achieve
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LEARN FROM THESE PROS:

- **KELLY COOK ANDRESS**, PARTNER, SAGE SENIOR LIVING
- **TOM BAKER**, SENIOR VICE PRESIDENT OF SALES, COUNTRY MEADOWS RETIREMENT COMMUNITIES
- **GINO GENTILE**, REGIONAL SALES MANAGER, COUNTRY MEADOWS RETIREMENT COMMUNITIES
- **DAN HOBIN**, CEO, G5 SEARCH MARKETING
- **MATT JESPERSON**, SENIOR VP OF SALES & MARKETING, COURTYARD SENIOR LIVING
- **JACK McCARTHY**, PRINCIPAL, REVENUE LEVERAGE, LLC
- **RON McMILLAN**, AUTHOR, *INFLUENCER* AND PARTNER, VITALSMARTS
- **ROGER PREBLE**, PRESIDENT, PEOPLE SKILLS IN A BOX
- **MATT RIX**, PARTNER, MATTRIX PERSUASIVE PRESENTATIONS
- **JOE ROCHE**, PARTNER, ROCHE ASSOCIATES
- **DAVID SMITH**, CO-OWNER, THE GATESWORTH AND PARTNER, ONE ON ONE
- **ROMONA WILT**, MARKETING DIRECTOR, COUNTRY MEADOWS RETIREMENT COMMUNITIES
- **MARGARET WYLDE**, PH.D., PRESIDENT, PROMATURA GROUP

GAIN FROM THESE TOPICS:

- ? What Sales Experts Do Each Day
- ? Implementing Authentic Stories
- ? More Laws of Human Influence
- ? How Are You Really Viewed by Prospects?
- ? Understanding How to Practice

ALL NEW TOPICS!! EARLY BIRD REGISTRATION IS OCTOBER 30TH.

TESTIMONIALS ABOUT PAST CONFERENCES

"This event continues to be the most important and effective learning and sharing opportunity for sales and marketing professionals in the Seniors Housing & Care field. Every year it delivers incredible content that even the most experienced among us simply relish for its effectiveness. I'll be there again."

— **Jack McCarthy**, Former Senior Vice President of Sales and Marketing, Benchmark Assisted Living and Principal, Revenue Leverage LLC

"Thank you for putting together such a wonderful marketing event. We have been struggling with census for the past couple of years. The problem is, in our community there is just one too many assisted living options. We all have similar services but we are a historical building and the others are new construction. I've been looking for that one thing to make us stand out and I think I found it at your Conference. Matt Rix spoke in detail about "Story Selling" and making yourself and your community unforgettable. Before I even left the resort (by the way it was a spectacular location) I started to develop my story. The bottom line is when I got home I started implementing it; since then I have moved in six people. I've been moving in only one or two a month for quite some time. I found the one thing I needed to set myself above the rest. I hope next year I get the opportunity to attend"

— **Wendy Buhr**, Director of Marketing, Kensington Assisted Living Community

2010 LETTER FROM CONFERENCE CHAIRMAN

This is our last scheduled year to have the Conference at the Ritz Carlton Naples Beach Resort. I am reluctant to move the Conference from what I consider one of the finest Beach Resorts in the United States. If you have been here, you know what I mean. If not, you should come for this reason alone. But alas, that would not be fair to your company nor to the Federal Government's tax rules. The gorgeous setting is simply a byproduct of one of the most valuable learning opportunities you will have. For fourteen years, we have been challenging the status quo, and bringing you some of the most sophisticated ideas and engaging speakers I have been able to find, based upon my 25 years of researching, marketing, selling and operating seniors housing and care communities.

I am proud of what we have created together for the good of our amazing industry. For those of you who have experienced several years of the content offered at this Conference, you know we deliver on our promise and consider anything short of 100% occupancy...even in the current economic environment...to be unacceptable to those of us who consider ourselves to be advanced practitioners of the art and science of sales and lead generation in the seniors housing and care field.

I am excited to learn from Ron McMillan this year, one of the co-authors of *"Influencer: The Power to Change Anything."* When I first read this book, I had the same feeling when I read Dr. Robert Cialidini's *"Influence: Science and Practice."* That thought was: "this is genius, pure genius, how come most people don't know about the principles and why they are so stunningly effective?" I am also looking forward to learning from Roger Preble and his exciting work on helping us see in us what others see, so we change for the better. Matt Rix is back with more on the extraordinary power of authentic stories. He will show how some of last year's attendees are implementing stories with great results. Oh, and did I mention that David Smith is back? David is simply the best sales professional in our field...ever. If you know someone in his league, will you please call or write me?

I would be remiss if I did not share two treasures with you. The first is a 2008 Cabernet Sauvignon from the North Coast of California called Manifesto! by James Whetstone. An extraordinary wine for around \$20...one of the best I have ever tasted at this price. The second is an album by Bob Schneider called "Lovely Creatures." This would be my album of the year for 2010. (It came out in late 2009). Listen to the songs: "Forty Dogs," "Changing Your Mind" and "Bicycle vs. Car"...three of the best songs you will hear in some time.

Finally, I want to thank all of you for helping me help our Industry. I know of no other Industry where one can do so much good for so many people over such an extended period of time. Let us be confident that "we will have made a difference," and thank God for the blessing of being able to do so.

Sincerely,
Anthony J. Mullen, Conference Chairman

CONFERENCE AGENDA:

DAY ONE

8:15 – 8:30 AM

WELCOME: OPENING REMARKS

PRESENTER: TONY MULLEN, CONFERENCE CHAIRMAN

OPENING SESSION

8:30 – 9:40 AM

CONTINENTAL BREAKFAST SPONSORED BY MOORE DIVERSIFIED SERVICES

BECOMING A TRUE *INFLUENCER* OF OTHERS: KNOW THE RULES THAT WORK

PRESENTER: RON McMILLAN, AUTHOR, *INFLUENCER* AND PARTNER, VITALSMARTS

Mr. McMillan is co-author of the *New York Times* bestselling book *Influencer*, one of the top selling business books of the last four years, and is one of the top speakers in the Country on how to put into daily practice the rules of human influence. Building from and expanding upon the work of Dr. Robert Cialdini and Dr. Albert Bandura, two of the “fathers the science of human influence”, Mr. McMillan and his partners have significantly helped move the science into daily use within professional selling, counseling and many other occupations.

Mr. McMillan will show you how many ordinary people, who did not consider themselves gifted in influence or selling, have applied these principles to dramatically expand their performance. You will benefit even more if you read the Book prior to attending this session, as it is one of the best, most useful, most inspiring books you will ever read.

9:40 – 10:40 AM

IMPLEMENTING THE BEST OF WHAT I HAVE LEARNED ABOUT SELLING

PRESENTER: DAVID SMITH, CO-OWNER, THE GATESWORTH AND PARTNER, ONE ON ONE



BREAK

10:40 – 11:00 AM

SPONSORED BY REPS LEADS BY MDI ACHIEVE

Mr. Smith continues to raise the bar of professional sales excellence in the Seniors Housing & Care field, and is the most sought after sales professional in the industry.

Each year he challenges the industry by demonstrating what is possible through the advanced techniques he has either pioneered or brought from other disciplines to the Seniors Housing & Care field.

David proves the case that it is not about innate talent, but it is instead about life long practice...a true dedication to principles that you can learn and master through determination and hard work. He continues to produce monthly results that provide the evidence that continuous learning and dedication can bring you and your sales team to the very top of our profession. Never stand still and never be satisfied.

11:00 – NOON

THE ROLE OF CONSISTENT LEADERSHIP AND PRACTICE IN SALES EXCELLENCE

PRESENTERS: MATT JESPERSON, SENIOR VP OF SALES & MARKETING, COURTYARD SENIOR LIVING
JACK McCARTHY, PRINCIPAL, REVENUE LEVERAGE LLC



LUNCH

NOON – 1:15 PM

BOX LUNCH

The sad truth is most sales and marketing professionals do not consistently practice and put into place those strategies, tools, and techniques that they learn and know will work. This is referred to in the literature as the “knowing-doing” gap, and is the main reason next to “sales call reluctance” that salespeople fail or never achieve what they are capable of achieving.

Mr. Jesperson has proven that you can apply the very best ideas and techniques for sales professionals in a very small company and put big companies to shame through a consistent, relentless approach to sales excellence. Often, it is simply a matter of commitment and hard work to putting in place those tools that will insure sales excellence today and into the future. Mr. Jesperson’s assisted living communities continue to average 95% occupancy through the recession of 2007-2010. Mr. McCarthy will cover the role of the executive director and Corporate Leadership in sales excellence, and how to truly build a team approach to selling.

1:15 – 2:15 PM

CHANGING SALES SKILLS AND BEHAVIORS: THE DETAILS NEEDED TO SUCCEED

PRESENTER: **RON MCMILLAN**, AUTHOR, *INFLUENCER*, PARTNER, VITALSMARTS

Mr. McMillan’s training work has been lauded by *MIT Sloan Management Review* and *Human Resource Executive* as among the very best in the entire discipline. Our own behavior at work is the root cause of why so little changes for the better, especially our monthly sales results. The science definitively shows that there are specific behaviors that must be changed to produce better results, and there are six sources of influence that can indeed change our behavior and do so in a short period of time.

Mr. McMillan will show you how to put in place a combination of the six influence strategies to produce results for positive change in the behaviors most necessary for sales success.

2:15 – 3:15 PM

IN THE TRENCHES WITH TOP SALES PROFESSIONALS: WHAT DOES A DAY LOOK LIKE?

PRESENTERS: **TOM BAKER**, SENIOR VICE PRESIDENT OF SALES
ROMONA WILT, MARKETING DIRECTOR
GINO GENTILE, REGIONAL SALES MANAGER, COUNTRY MEADOWS RETIREMENT COMMUNITIES

Country Meadows Retirement Communities has maintained one of the highest, consistent occupancy rates of any company in the industry before and during the recession. Mr. Baker has been one of the top professionals for many years leading a team of dedicated, caring sales professionals. In this session, Mr. Baker will share some strategic insights that guide their thinking and activities, while two of their top performers will reveal what a typical day and activities entail in producing sales results that would put them in the top 10%. There are many approaches and individual styles that can work, but they all have certain common underpinnings, one of the most important of which is the ability to get personal and connect on a very emotional level.

BREAK

3:15 – 3:40 PM

SPONSORED BY ROCHE ASSOCIATES

3:40 – 4:10 PM

HOW COURAGE AND NECESSITY CAN PRODUCE OUTSTANDING RESULTS: A CASE STUDY

PRESENTER: **KELLY COOK ANDRESS**, PARTNER, SAGE SENIOR LIVING

Plush Mills is a new rental project of independent living and assisted living that opened in October 2007 in suburban Philadelphia. Despite a major delay, cost overrun, lawsuit with the builder and the resulting negative publicity, this 160 unit rental project reached stabilized occupancy in 2009 while charging the highest monthly rates for independent living in the Philadelphia MSA.

Learning from adversity is often the best teacher and Ms. Andress will detail how they accomplished what many professionals suggested would not be possible. Behind the inspiring story are proven techniques that all communities can learn from.

4:10 – 5:00 PM

PRODUCING CONSISTENT LEADS WHO WILL VISIT YOUR PROPERTY: LESSONS FROM 30 YEARS OF TESTING

PRESENTER: **JOE ROCHE**, PARTNER, ROCHE ASSOCIATES

Mr. Roche has been a pioneer in testing many approaches to producing large numbers of qualified leads through telemarketing, direct mail and on site events, and has worked with many successful small and large owners and developers over the last 30 plus years. Mr. Roche also has based much of his work on solid, consumer research combining market research with selling opportunities to deliver both market intelligence and qualified leads in the same event or activity.

What tactics is he now using and recommending and how has that changed over the years? As both an owner of properties, and consultant to others, Mr. Roche has gained valuable insight into what tactics produce real world results.

COCKTAILS

5:30 – 6:30 PM

SPONSORED BY ONE ON ONE SERVICE TO SENIORS



DAY TWO

OPENING SESSION
8:30 – 9:30 AM

HOW AUTHENTIC STORIES WORK TO PRODUCE BETTER SALES RESULTS

PRESENTER: **MATT RIX**, PARTNER, MATTRIX PERSUASIVE PRESENTATIONS

At last year’s conference, Mr. Rix made a believer of many of the attendees that indentifying, crafting and presenting authentic stories around real people with real problems and solutions can be one of the most effective techniques for significantly increasing your sales results. Due to the number of attendees impacted by his presentation, we have challenged him to come back this year and demonstrate the results obtained by several attendees that put his knowledge into practice over the last 12 months.

Crafting “signature stories” that become a key part of your sales presentation to prospects is a technique used by many of the very best sales professionals in all industries due to its extraordinary power to tap into the deep emotions that cause people to take action instead of thinking about it, yet very few sales professionals are currently using this approach.

9:30 – 10:15 AM

WHAT DO WE KNOW ABOUT OUR PROSPECTS: USING THE BEST RESEARCH TO TAKE EFFECTIVE ACTION

PRESENTER: **MARGARET WYLDE, PH.D.**, PRESIDENT, PROMATURA GROUP

Dr. Wylde continues to be the preeminent researcher providing scholarly rigor with practical application for sales and marketing professionals. In this first ever presentation, she will detail the results of some of the best research ever done on the emotional and often unspoken issues that prospects have and go through before they can commit and become a resident of independent living communities, whether rental or entrance fee.

This research will allow you to improve both your lead generation and your professional sales efforts. It will allow you to connect with the real issues that you’ve suspected many prospects have, but which most sales professionals do not address.



BREAK
10:15 – 10:35 AM

10:35 – 11:30 AM

HOW TO IMPROVE YOUR COMMUNICATION SKILLS AND INTERPERSONAL APPROACH: CHANGE IS POSSIBLE

PRESENTER: **ROGER PREBLE**, PRESIDENT, PEOPLE SKILLS IN A BOX

Mr. Preble has mastered a simple but very powerful skills building program that really works. He has demonstrated that through eleven people skills and four phone skills, most people can identify which ones they are doing wrong or can improve. All people send signals to others that either make us neutral, positive or negative to others. The more effective signals you send, the better chance you have of connecting with prospects, but most of us are blind to our faults and we don’t truly understand how we are perceived by others.

This session will be a true eye opener for you. These skills are used by many sales professionals in many different industries with excellent results, including some companies in the Seniors Housing & Care Industry.

11:30 AM – 12:15 PM

ONLINE MARKETING - WHAT WORKS AND WHY

PRESENTER: **DAN HOBIN**, CEO, G5 SEARCH MARKETING

Optimize your online marketing performance through enhanced lead generation, conversion tracking, measurement and analysis. Learn cost-effective methods for monitoring your online marketing efforts and converting that data into actionable next steps that will increase occupancy. This session will drill down on specific Senior Living strategies as well as actual search and lead results from live pay-per-click advertising campaigns, maps optimization, and SEO. Dan will also share some insights on tracking and measuring the effectiveness of Social Media Marketing for Senior Living Communities through Facebook Fan Pages and Twitter. You will leave this session with some "must complete" online action items.

END CONFERENCE

BEST PRACTICE SEMINARS, INC.
C/O CONFERENCE MANAGEMENT
3612 RIVERSIDE AVENUE
JACKSONVILLE, FL 32205

PRESORT
FIRST CLASS
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**THE 2010 ADVANCED SALES
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SENIORS HOUSING, ASSISTED LIVING
AND NURSING INDUSTRIES**

DEC. 6-7, 2010 RITZ-CARLTON BEACH RESORT & SPA NAPLES, FL

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**PIET PIETRZAK,
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CONFERENCE — REGISTRATION FORM

Please register the following delegate for "The 2010 Summit"

Mr./Mrs./Ms.: _____

Title: _____

Organization: _____

Address: _____

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(for registration confirmation only)

Payment enclosed (please make check payable in U.S. funds to Best Practice Seminars, Inc.)

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OR MAIL TO: BEST PRACTICE SEMINARS, INC.
C/O CONFERENCE MANAGEMENT
3612 RIVERSIDE AVENUE
JACKSONVILLE, FL 32205

CONFERENCE VENUE:

Ritz-Carlton Beach Resort
280 Vanderbilt Beach Road
Naples, FL 34108
239-598-3300

Special Hotel Rates are Available Until October 30th

REGISTRATION FEE:

\$1,295 per person. **\$1095** if received prior to **October 30th 2010**. Discounts are available for 5 or more attendees from the same company. Please call **610-853-9801** for rates. Hotel rates are separate. Please make hotel reservations early. **HOTEL WILL SELL OUT!** Please do not send the conference registration form to the Hotel, but to the fax number or address for Conference Management listed above.

HOTEL INFORMATION AND CANCELLATIONS:

To secure reservations at a special group rate of **\$239** per night at the Ritz-Carlton Beach Resort call **888-856-4380** and **ask for the group rate for Best Practice Seminars**. You must call by October 30, 2010 to get the group rate. There are several other hotels in the immediate area or check hotels.com. The Ritz-Carlton Beach Resort is 45 minutes from the Fort Myers Airport. Renting a car may be your best option. The hotel will sell out, so please make hotel reservations early! Should you be unable to attend, a refund less a **\$195** administrative charge will be made for cancellations received in writing before **November 14, 2010**. No refunds will be made for cancellations after this date. Substitutions may also be made up to **November 21, 2010**.