

Housekeeping

- The CAREtoTALK series is a monthly, one-hour webinar designed to inspire, motivate and educate residential care home service providers with industry best practices.
- The monthly webinar is a benefit for Paid Members of 6Beds, Inc.
- Each monthly webinar will begin with a brief presentation by one of the 6Beds sponsors to share about their company, their services and how they may be a resource for you.
- Topics are selected by the moderator. However, we welcome requests for feature topics, guest presenters and sponsors.



6Beds

Advocating for Safe & Affordable
Quality Residential Care

CAREtoTalk Series

The Last Tuesday of each
month from 10am-11am

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Featured Sponsor

Linda Armas, CPRS, CSA

Owner & President

of



6Beds

Advocating for Safe & Affordable
Quality Residential Care

CAREtoTalk Series

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Marketing and Selling Your Residential Care Home



Presented by

Marc Lung

of



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Quality Residential Care

CAREtoTalk Series

October 29, 2024

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Objectives

- Sales vs. Marketing
- Targeted vs. Broad Spectrum
- Digital Marketing
- Maintaining Your Pipeline
- Identifying What Sets You Apart
- Leaving an Impression



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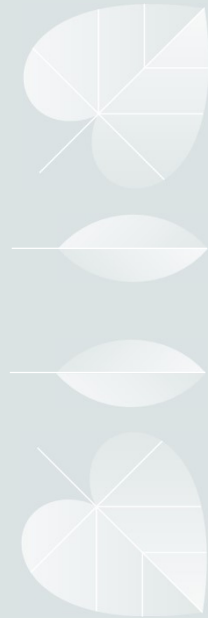
Sales vs. Marketing

Marketing

The process of promoting a company's products and services to a target market.

Sales

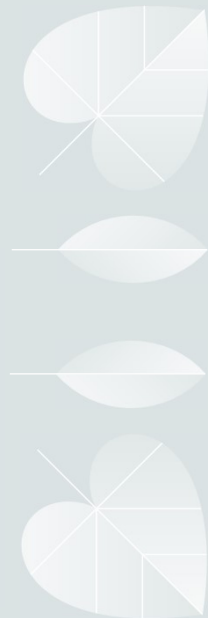
The activities a business takes to help customers buy its products and services.



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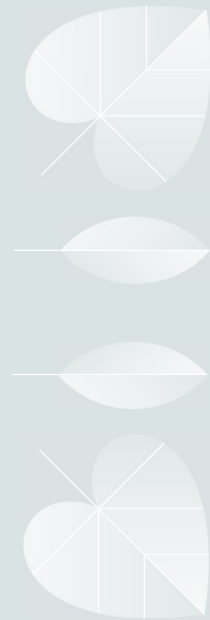
Identifying & Communicating Your “Why”

Simon Sinek’s “why statement” is a concept that describes the higher purpose that inspires and motivates people, and is the source of all they do. Communicating your “why” inspires others to act and define a value proposition.



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Our "WHY" must be integrated into
BOTH our Sales and Marketing
efforts. It must be the core of
everything we do.



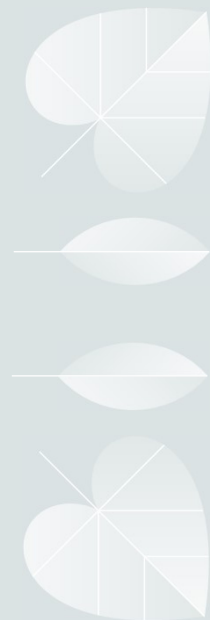
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Targeted vs. Broad Spectrum Strategies

Do we focus our time and efforts directly
onto seniors, their adult children and the
professionals who may give us referrals...

OR...

Do we cast a wide net because everyone
knows elderly people?



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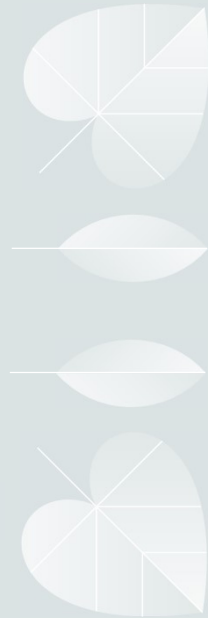
Traditional Targets

HealthCare

- Hospitals
- Skilled Nursing Facilities
- Home Health / Hospice Agencies
- Caregiving Agencies
- Larger Assisted Living Facilities

Non-HealthCare

- Referral / Placement Specialists
- Senior Centers
- Community Centers
- Health Fairs
- Any/every where we find seniors

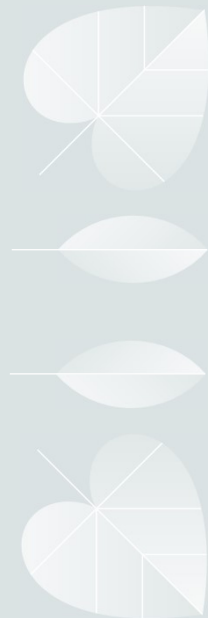


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Stay on their RADAR without being a nuisance!!!

How do you find the balance of providing "gentle reminders" without becoming annoying or overwhelming them?

- *Recognize that everyone is different, so you need to find each person's threshold*
- *Find out that person's preferred method of communication (i.e. email, phone call, text, etc.)*
- *You MUST be able to answer the question...What's in it for them?*

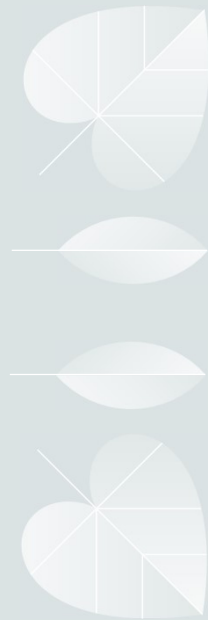


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Casting a Wide Net: Digital Marketing

Each generation of consumer is becoming more sophisticated than the last...utilizing online business searches and consumer rating sites (i.e. Google, Yelp, etc.); educating themselves through online resources; sharing stories & experiences through social media (i.e. Facebook, InstaGram, TikTok, etc.).

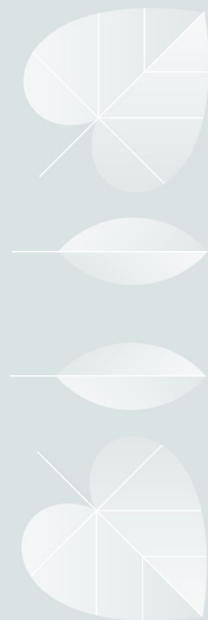
***If you're not tapping into these digital resources,
you're missing out on a HUGE market***



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Casting a Wide Net: Digital Marketing - Continued

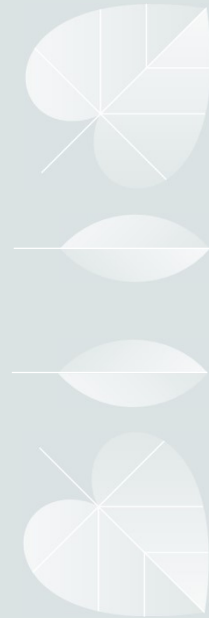
- A facility website can be economical, and yet provides an online presence & legitimacy to your business.
 - *A consultant can help create a specific marketing plan and ways to drive traffic to your business.*
- Email/Text marketing
- Posting pictures/videos/stories on your own social media accounts.
- Ask your supportive friends and family to post on their social media accounts.



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Maintaining Your Pipeline

1. Generating Leads
 - a) *Marketing*
2. Cold Leads
 - a) *Initial Contact*
 - b) *Determine ideal frequency & type of communication*
3. Warm Leads
 - a) *Getting them to tour*
4. Hot Leads
 - a) *Closing*



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What Sets You Apart?

—

Last month we spoke about your community's culture. Ultimately, it's your "why" that motivates and inspires others.

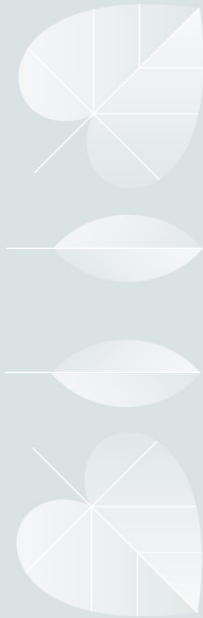


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Tour Basics

1st Impressions

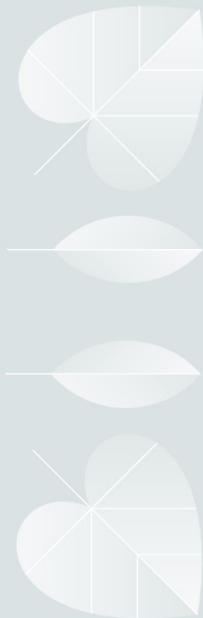
- *The outside of the home is clean, the yard is groomed, paint/windows/screens/etc. in good repair.*
- *Warm welcome by you, staff & when appropriate...residents.*
- *What are they seeing, hearing, smelling & most importantly...feeling?*
- *People pay less attention to the VALUE of the furnishings/décor and more attention to whether it's clean, cared for and in good repair.*



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Tour Basics - Continued


- *Do your staff seem happy & engaged? Do the residents?*
- *During the discovery phase, find out what is important to the resident & family. Focus on those things...Make the tour about them...not about you!!!*
- *Your Mission Statement is your Community's "Why". Is your Mission Statement publicly posted?*
- *Send them home with something that allows them to remember your community...and more importantly, to connect with you (i.e. brochure, menu, activity calendar, etc.)*




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OUR MISSION
We improve the quality of life of our residents by promoting, encouraging and assisting active & healthful living. Unconditional love is the key ingredient of our care and supervision.

Call today to see if [REDACTED] might be the right fit as your new care home.





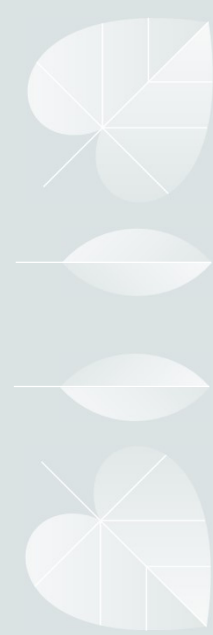
10 [REDACTED] St.
 Bellflower, CA 90706

(562) [REDACTED]


[REDACTED]@Yahoo.com

RCFE# 1986 [REDACTED]

A Residential Care Facility for the Elderly



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Elegance and comfort

Welcome Home!!


While furnishings and décor can make a house beautiful, it's the family that makes a HOME. Let our caring, compassionate and professionally trained team welcome you to our family!

Services & amenities include:


- Private or Shared accommodations
- Assistance with personal care (as needed)
- Home-cooked meals & nutritious snacks
- Engaging Activities designed to stimulate mind, body & spirit.
- Housekeeping & laundry
- Medication management, Coordination with incidental Medical & Dental Care

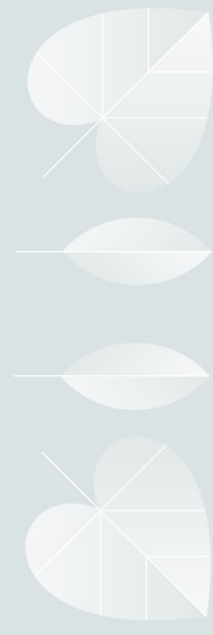


Indoor & Outdoor Comfort



Safe & Convenient





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[Facility Name] SAMPLE MENU						
WEEK 1						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage	Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage	Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage	Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage	Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage	Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage	Assorted Juice Hot or Cold Cereal Egg of Choice Breakfast Meat Breakfast Bread Margarine/Jelly Milk/Beverage
Morning Snack	Morning Snack	Morning Snack	Morning Snack	Morning Snack	Morning Snack	Morning Snack
Lunch	Lunch	Lunch	Lunch	Lunch	Lunch	Lunch
Roast Beef Au Gratin Potatoes Broccoli (A) Apple Pie Bread of Choice/Marg. Beverage HEART HEALTHY CHOICE Chicken Breast	Chicken Alfredo Steamed Vegetables Italian Tossed Salad Garlic Bread Fruit Compote (FR) Beverage HEART HEALTHY CHOICE Pork Chop Herb Stuffing	Pork Tips in Gravy Buttered Noodles Brussels Sprouts Texas Sheet Cake Bread of Choice/Marg. Beverage HEART HEALTHY CHOICE Lemon Baked Fish	Baked Turkey Casserole Garden Blend Rice Green Beans Pudding Parfait Bread of Choice/Marg. Beverage HEART HEALTHY CHOICE Chicken Breast	Comed Beef New Potatoes in Jackets Braised Cabbage Angel Food Cake w/Strawberries (FR) Bread of Choice/Marg. Beverage HEART HEALTHY CHOICE Grilled Salmon	Breaded Pork Chop Mashed Potatoes Cream Gravy Peas Banana Pudding Cake Bread of Choice/Marg. Beverage HEART HEALTHY CHOICE Roast Turkey	Mushroom Hamburger Steak Roasted Potatoes Mixed Vegetables Bread of Choice/Marg. Peach Cobbler (FR) Beverage HEART HEALTHY CHOICE Turkey & Rice Casserole
Afternoon Snack	Afternoon Snack	Afternoon Snack	Afternoon Snack	Afternoon Snack	Afternoon Snack	Afternoon Snack
Supper	Supper	Supper	Supper	Supper	Supper	Supper
Turkey Tetrazzini Carrots (A) Bread of Choice/Marg. Assorted Desserts/Fruit Milk/Beverage HEART HEALTHY CHOICE Tuna Patty Lightly Seasoned Pasta with Parsley	Hamburger on Bun Relish Plate French Fries Assorted Desserts/Fruit Catsup/Mustard Milk/Beverage HEART HEALTHY CHOICE Tuna Salad Sandwich	Beef Pot Pie Side Salad w/ Dressing Buttermilk Biscuit Assorted Desserts/Fruit Catsup/Mustard Milk/Beverage HEART HEALTHY CHOICE Chicken Stew	BBO Ham Sandwich Baked Beans Cole Slaw Assorted Desserts/Fruit Milk/Beverage HEART HEALTHY CHOICE Roast Beef Oven Browned Potatoes Broccoli (A)	Chicken Enchiladas Mexican Rice Corn Salad Assorted Desserts/Fruit Milk/Beverage HEART HEALTHY CHOICE Turkey Burger on Bun	Seafood Patty Rice Pilaf Broccoli Cauliflower Blend Assorted Desserts/Fruit Bread of Choice/Marg. Milk/Beverage HEART HEALTHY CHOICE Baked Chicken	Split Frank on Bun Tator Tots Pickled Beets Assorted Desserts/Fruit Milk/Beverage HEART HEALTHY CHOICE Chicken Salad Sandwich Baked Potato Chips
Evening Snack	Evening Snack	Evening Snack	Evening Snack	Evening Snack	Evening Snack	Evening Snack

Breakfast – 7:30am; Lunch – 12:00pm; Dinner – 6:00pm
AM Snack – 8:30am – 12pm; PM Snack – 1:30pm – 5:30pm; Evening Snack – 7:00pm – Bedtime
SNACK/HYDRATION – A variety of the following: Fruits, Berries, Melon, Nuts, Crackers, Cheeses, Chips, Cookies, Jell-O, Juices, Flavored Water. Etc.

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Tour Basics - Continued

*Most Residential Care Homes have more
SIMILARITIES than they have
DIFFERENCES.*

It's your "why" that will set you apart!

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Video:

Simon Sinek:
Sales Is Just Like Dating
(2:21)





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<p style="text-align: center;">Wage & Hour Compliance: A Focus on Live-in Employees</p> <p style="text-align: center;"></p> <p style="text-align: center;">Presented by</p> <p style="text-align: center;">Jake Reinhardt, Esq.</p> <p style="text-align: center;">of</p> <p style="text-align: center;">GOULD, HAHN, & REINHARDT PROFESSIONAL LAW CORPORATION</p>	<div style="display: flex; align-items: center;">  <div style="margin-left: 10px;"> <p>6Beds</p> <p>Advocating for Safe & Affordable Quality Residential Care</p> </div> </div> <p style="text-align: center;">Next</p> <p style="text-align: center;">CAREtoTalk Series</p> <p style="text-align: center;">Tuesday November 26, 2024 10am-11am</p>
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Thank you for
participating today and
Thank you for what
you do every day!!!

Marc Lung
(310) 963-0676
Marc.Lung@CompECS.net
www.CompECS.net