

Salesforce Effectiveness: Senior Living

Build and sustain a high performing sales organization



Maintaining a high occupancy rate is more challenging than ever before. Both the sales organization and the individual sales counselors need to be at the top of their game.

Organizations that fail to meet this challenge will lose market share to competition, experience attrition with high performing sales counselors and risk financial underperformance.

What if there were a smarter way to build a high performing sales organization?

Introducing **Salesforce Effectiveness from J.D. Power**, built on the same best practices and data-based approach that was developed for driving sales performance across other industries including financial services, software and data technology.

- Initial Complimentary Exploratory Meeting/Call and Engagement Plan Proposal
- Overall assessment of sales effectiveness
- Understand where your teams and individual contributors are doing well
- Uncover top opportunities for improvement
- Identify areas that require further research/analysis
- Focus on the right things to improve sales force effectiveness now

Key Questions for CEOs and Sales Leaders

- As a sales organization, are we underperforming?
- Are our sales counselors aligned with the organization's goals?
- Do we have the right people in the right roles?
- How do we adapt to a changing consumer environment?

Taking a disciplined approach yields many benefits to the sales program.

FOCUS



Focus on the right opportunities to improve team and individual performance

ALIGNMENT



Ensure that the sales team and individual contributors are aligned with organizational goals

DRIVE FUTURE PERFORMANCE



Gain the tools to execute a consistent program across the organization