



Guest Expert Series:
Generating MORE Highly Qualified Leads Through Professional Outreach

Featured Guest Expert for January 2011: Katie Burckhardt, Senior Vice President of Sales, A Place For Mom; Seattle, WA

Katie Burckhardt, Sr.VP of Sales at A Place for Mom, re-established the value of professional referral relationships, identified current obstacles and challenges that prevent the cultivation of those relationships and shared proven processes that generate MORE leads when implemented. Ms. Burckhardt discussed how to establish quality outreach goals guided by current benchmarks and gave tips for creating a measurable outside sales plan that will create a strong pipeline for sales growth.

Outlined below you will read just a few of the key insights shared by Ms. Burckhardt:

FACTS:

1. Next to family and friends, professional referrals are the **highest converting lead source** in Senior Housing.
2. Referral leads convert up to **4 times greater** than other lead sources.
3. Referral leads have a **20-30% conversion rate and for** every 10 qualified professional leads, usually 2 move-ins results.

TIP: The 5 Top Reasons Referral Sources Don't Refer:

1. YOU DIDN'T ASK!
2. They don't understand your service or are unclear as to how you are different than anyone else in Senior Living
3. They are not sure how to refer to you
4. They don't work with clients who need your services
5. They don't trust you

ADVICE: two things you can do when a specific referral source simply will not meet with you:

1. Look for other potential referral sources within the same organization. For example, many Hospital Discharge Planners now have policies preventing them from meeting with potential placement sources. BUT there are others within the hospital system such as senior volunteers, Nurse Practitioners and care coordinators who can meet with you and are very resourceful for hospital "patients" and influencers.
2. Move On and don't waste any more time.

In summary, Ms. Burckhardt shared that when you approach outreach in the right way and develop strong, trusting relationships with referral sources who *can* refer, on average **5 Professional Referrals can keep your referral pipeline full!**

To listen to this Webinar in it's entirety, please visit our website at www.MatureMarketSales.com. Click on Download A Webinar and select "Generating MORE Highly Qualified Referral Leads".

Katie Burckhardt joined A Place for Mom, www.aplaceformom.com, in 2007 and is responsible for driving the sales performance of the company including the strategy to grow revenue. Ms. Burckhardt builds and develops the team of 450 eldercare advisors who are a key component of the A Place for Mom mission: to help every family find the right elder care solution.

Ms. Burckhardt has an extensive 15-year background in the Senior Housing Industry. She began her senior housing career in sales and marketing with Sunrise Senior Living and had worked for Alterra Healthcare Corporation as the senior regional marketing manager and was promoted to the divisional sales and marketing director. Prior to joining A Place for Mom, Ms. Burckhardt held the position of Vice President of Marketing and Sales for Merrill Gardens.