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# CREATING A SALES INFUSED CULTURE: SOLVE THE 'WHAT & WHY' DILEMMA

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## AGENDA

- \*THE "WHAT & WHY" DILEMMA
- \*BRING 'THE WHY' TO LIFE
- \*A LEAP OF FAITH: BELIEVE AGAIN
- \*FINAL TIPS & TAKEAWAYS

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## DISCLOSURE STATEMENT(S)

01

This is not  
*revolutionary.*

02

This is frighteningly  
*obvious.*

03

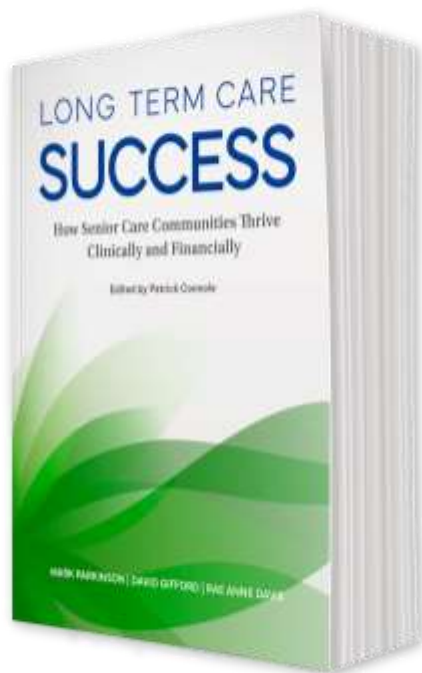
But most importantly, nothing  
is *common sense*; and  
nothing is *obvious*  
until *we make it so.*

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**I BEGAN WRITING WHAT THEY CALL  
A MISSION STATEMENT.**

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## LTC'S GOOD TO GREAT

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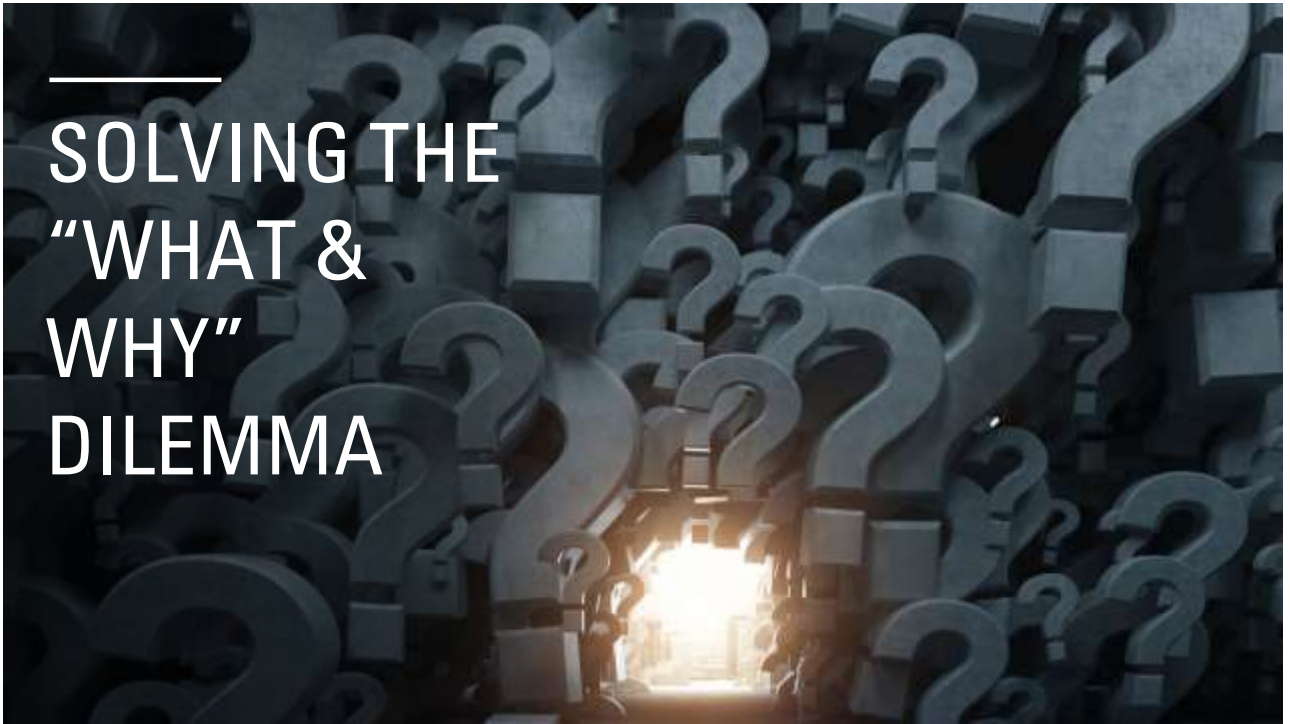
- "Success is not an accident. You don't luck into it. You make choices and act, and the combined impact of those choices and actions determine whether you fail or succeed."
- Compelling MVV (The Why)
- Low RTH
- Strong Staff Retention
- Great Survey Results




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## THE GOLDEN CIRCLE FRAMEWORK

- Organizations and leaders who communicate their ***WHY*** – build stronger connections, inspire loyalty, and create long-term success.
- People don't buy ***WHAT*** you do; they buy ***WHY*** you do it!



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HELP ME, HELP YOU...



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# RADICAL PROPOSAL



*\*There's a difference between marketing and sales – not all of us market, but we are all in sales.*

*\*Without a sales infused culture, your 5 Star loses value.*

*\*Your Maintenance Director could be better at sales than your Director of Marketing and Hospital Liaison.*

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**WE TALKIN' ABOUT SALES, NOT MARKETING. WE  
TALKIN' ABOUT SALES, MAN.**

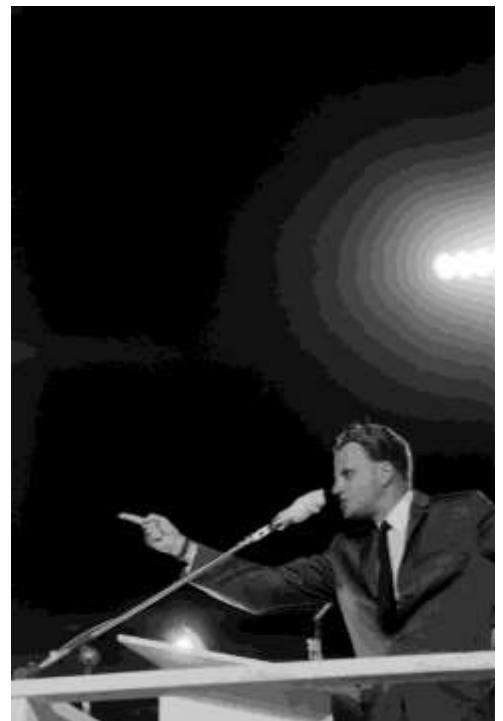




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## BELIEVE

- Believe in yourself...
- Believe in your title...
- Believe in your certification or license again...
- Believe in your job...
- Believe in your facility/company....
- Believe in your profession/industry again...



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# DAVID: 2:13

- Q: Overall, how would you rate the staff?  
Excellent, very good, good, average or poor?
  - A: All the above, but the ones that are good are fantastic.
- 



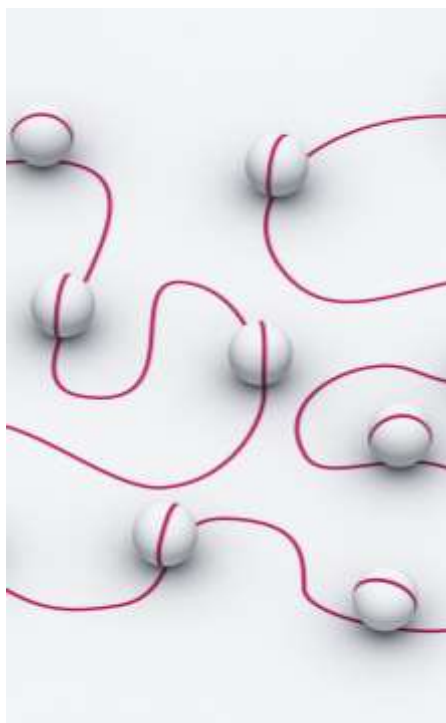
## RETURN TO THE MVV: SMOOTH TRAVELS & CLEAR SKIES

- Is the MVV being expressed at the bedside?
- How confident are you that when you sell the bed to the hospital, the network or family, that the MVV is being experienced?
- Do you have processes in place to ensure that customers have a controlled, consistent and positive experience?
- How much do you leave to chance or hope?



PEOPLE WILL FORGET  
WHAT YOU SAID.  
PEOPLE WILL FORGET  
WHAT YOU DID.  
BUT PEOPLE WILL  
NEVER FORGET HOW  
YOU MADE THEM FEEL.

*Maya Angelou*



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## LINKING THE DAY-TO-DAY TASKS WITH YOUR IDENTITY

- The art of selling is the ability infuse your culture into the daily expression of your workforce performance.
  - The art of selling is encouraging others to share their passions with the customers.
  - This is a ***felt*** experience.
  - This both tangible and intangible.
  - Seen; and unseen.
  - ***Felt***; yet indescribably known.
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## CARING MOMENTS OF ORGANIC SALES ENGAGEMENT



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## CREATING INTENTIONALITY WITH YOUR ACTIONS

Our interactions should have 4 simple elements:

- Greeting
- Connection
- Performance
- The Ask



\* Do it with personality; swag/style



THE HYATT  
PLACE –  
ROYAL OAK,  
MICHIGAN



ST. ANN'S  
HOSPITAL –  
LINDA, THE  
HOUSEKEEPER



I'LL DO THE  
TOUR –  
WORTHINGTON,  
OH

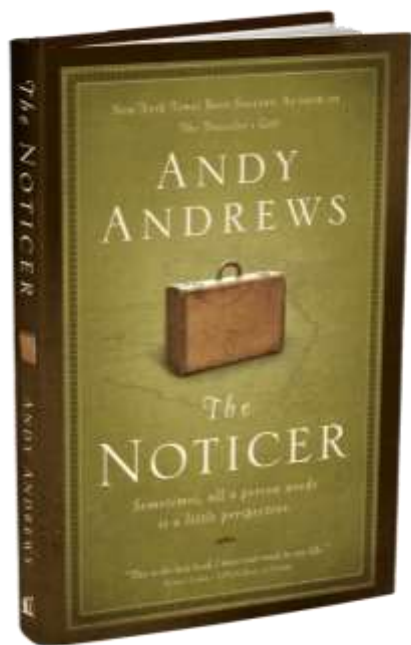


EVERYDAY  
HERO OF  
MIDDLETOWN,  
OHIO

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MS. BEATRICE –  
HOPE EACH DAY  
IS BETTER THAN  
THE LAST.

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NOTICE THE BEAUTY  
AROUND US





BECOME THE  
AMBASSADOR  
OF "KWAN"



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SHUT UP....



# FINAL TAKEAWAYS AND THOUGHTS

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