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STEP 1 COMPANY INFORMATION
 A 4-part webinar series
Sales & Marketing Boot Camp 101
 Send this completed form and
 payment to:
EFOHCA
 55 Green Meadows Drive South
 Lewis Center, Ohio 43035
 Fax: 614/436-0939
 Payment must be included
 to be processed.

or www.ohca.org
Fax or Mail-in Registration

Cancellations/Refunds:
 Please note cancellation policies apply. Full details are available at www.efohca.org


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Handouts & CD
CEUs
Live Conference
Call, Handouts & CEUs

Save 10% off all fees by registering on line at www.efohca.org.

Entire Series:	Members: \$ 200 (Prior to January 26)	Non-Members: \$ 350 (Prior to January 26)
	Members: \$ 100 (January 26th and after)	Non-Members: \$ 175 (January 26th and after)
Individual Programs:	Members: \$ 75 (Prior to January 26)	Non-Members: \$ 130 (Prior to January 26)
	Members: \$ 435 (January 26th and after)	Non-Members: \$ 250 (January 26th and after)




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O H C A / O C A L

Sales & Marketing Boot Camp 101

A 4-part webinar series
Jump start your census in 2010



February 9, 23, March 9, 23, 2010
 2:00 p.m. – 3:30 p.m.

CEUs for Administrators, Nurses, everyone that participates receives a certificate of attendance

For more detailed information see www.ohca.org

Sales & Marketing Boot Camp 101

A 4-part webinar series

Cannot listen in to the live conference?

Order the Handouts & CD on the registration form.

Date:

February 9, 23, March 9, 23

2:00 p.m. – 3:30 p.m.

Webinar



Instructors:

Linda Saunders: A licensed nursing home administrator for over 25 years, Linda Saunders specializes in opening new retirement communities and turning around under performing programs by building center-based leadership teams and implementing aggressive marketing campaigns. Linda founded Censolutions, a Columbus-based marketing firm in 1999. She serves as a speaker at regional and national conventions and is a frequent contributor to publications. Her programs are utilized in more than 200 senior communities and organizations nationwide.

Deborah Taylor: Deborah Taylor holds a BBA in Marketing and Management and a Masters of Public Administration from Kent State University. She has 16 years of long-term care experience in the areas of admissions, marketing and business development. She began her career as Director of Admissions and Marketing at a facility in Northeast Ohio. Deborah joined The MacIntosh Company in 1998 as corporate Director of Business Development. She is responsible for developing new lines of business, devising admissions policies and procedures, formulating customer service initiatives and implementing admissions and marketing staff development programs.

Course Description:

These are challenging times for long term care facilities and every unfilled bed affects your bottom line. It is vital that all members of your team understand the basics of sales & marketing. This webinar series is geared to individuals engaged in marketing and admissions roles for one year or less, this introductory training track has been designed to provide a solid foundation for census building results. It's also the ideal skill building opportunity for back up team members that serve in multiple capacities.

Help your staff learn from the best in the field. Understanding the basics of sales and marketing sets the foundation for the ongoing census development efforts that drive your revenue projections. This webinar series provides hands on training, resources and take away tools to assist your team in marketing your facility product lines to prospective customers and referral sources.

It is strongly recommended that facilities participate in all four sessions, however individual registration fees are available for a specific session. Save \$ by registering for the entire series.

One low Price for unlimited participants!

CEUs for Administrators, Nurses, everyone that participates receives a certificate of attendance.

Register for all four programs and save!

Session 1 - Data Collection and Tracking

The what's why's and how's!

The "must have" information, why it's so important and what you should do with it!

Session 2 - Active & Enhanced Listening Skills

Develop your power of "not talking!"

The critical key to successful selling is truly listening.

Session 3 - Building Long-Term Relationships & Referral Networks that result in sales

Earn the right to ask for the business!

Session 4 - The 30-Second Message that packs more punch!

Strategies that foster top of mind awareness

How it will work:

One week prior to the webinar, you will receive an email with the toll-free number and access code for your contact person at the facility to enter the webinar, as well as any handout materials and continuing education request forms. The number and access code are only valid for one connection (phone line & computer) per each registered organization. Any additional connections will be billed the webinar registration fee.

Continuing Education Credits:

The programs is approved for one (1.0) hour of credit for nursing home administrators and nurses. Individual attendance will be monitored throughout the call. Only those attending the entire call will be awarded continuing education credit. All participants regardless of need for CEUs, will receive a certificate of attendance. Upon receipt of your request for continuing education form, certificates will be mailed to the facility.

How much does it cost?

Facilities will pay one low fee for an unlimited number of participants. However, the number and access code is valid only for one phone line/computer at the location registered with the Association. Any additional telephone #'s/computers calling in will be billed for the registration fee.

Have a conflict the day or time of the call or just want other shifts to be able to hear the program? This program is being recorded and a cd-rom along with the handouts is available for purchase. CEUs are not available for listening to the CD.

It is imperative that an email address is provided as this is where call in code and handout materials will be sent.

It is imperative that an email address is provided.

One low Price for unlimited participants!

Register for all four programs and save!