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**Information Session:
Back to the Future of Hospice
Sales and Marketing**

With Melanie Hill

Weatherbee...*your* resource for consulting, education and products.


Webinar Package Logistics

- Each webinar will be 70 minutes
 - 60 minutes of content
 - 10 minutes of Q & A via online chat
- Webinar dates include every Wednesday in October 2019
 - October: 2nd, 9th, 16th, 23rd, and 30th
 - 1pm ET / Noon CT / 11am MT / 10am PT
- Webinars will be recorded and available to paid registrants through November 29, 2019
- Certificate of Attendance provided



Facts About Selling Hospice

- Selling has become more strategic
- Accessibility to referring clinicians (e.g., physicians, nurse practitioners, etc.) has changed
- Developing relationships is more important than ever
- Community selling needs a comeback
- Customer engagement and customer service still matter
- Best practices exist for hospice sales professionals



Webinar 1: Solution-Driven Sales to Hospice Professionals (Oct 2nd)

What you can expect:

- Learn about changes in the referring clinician's world and how calling on referring clinicians is changing
- Learn how to reach physicians, hospital staff, nursing facility staff, and other community healthcare providers in today's world
- Understand what is most important to clinicians and how that affects sales professionals



Webinar 2: Returning to the Grass Roots of Hospice: Community Education and Engagement (Oct 9th)

What you can expect:

- Learn how hospice sales/marketing has changed in the last 10 years and why these changes matters today
- Discuss the necessary call points for hospices to be successful
- Identify key targets in the community and how to reach them
- Learn strategies for utilizing social media in hospice
- Discover how local media can be a part of your sales/marketing strategy



Webinar 3: Generational Selling (Oct 16th)

What you can expect:

- Identify the generations in today's workforce and how the differences between generations affect hospice sales
- Real-life examples of generational differences in communication and follow-up
- Learn valuable tips on how to effectively sell hospice to each generation
- Discover avenues of communication to engage each generation



Webinar 4: Mastering Customer Engagement and Follow-up (Oct 23rd)

What you can expect:

- Define customer engagement and customer success
- The art and science of customer engagement
- Learn steps to ensure customer success in your world
- Discover ways to put your personal signature on each sales account



Webinar 5: Time Management for the Sales Professional (Oct 30th)

What you can expect:

- How to evaluate return on investment
- Skills for territory, task, and customer management
- Learn tips for successful time management
- Learn how to target tasks that give key results
- Discover time wasters for sales professionals
- Learn hot tips for excellent time management



Register Now for this 5-part Webinar Series!

<https://education.hospicecompliance.com/products/5-part-series-back-to-the-future-of-hospice-sales-and-marketing>