



Winning Words: Sales Scripting for Home Care Agencies

Caring.com Digital Marketing Academy
August 9, 2018

Welcome



This presentation will be available within a few business days.

This is a one-way webcast. Please ask questions using the tool at the right side of your screen.

Caring.com: The #1 Senior Care Resource

#1 for Senior Care Reviews

186,100+ consumer reviews

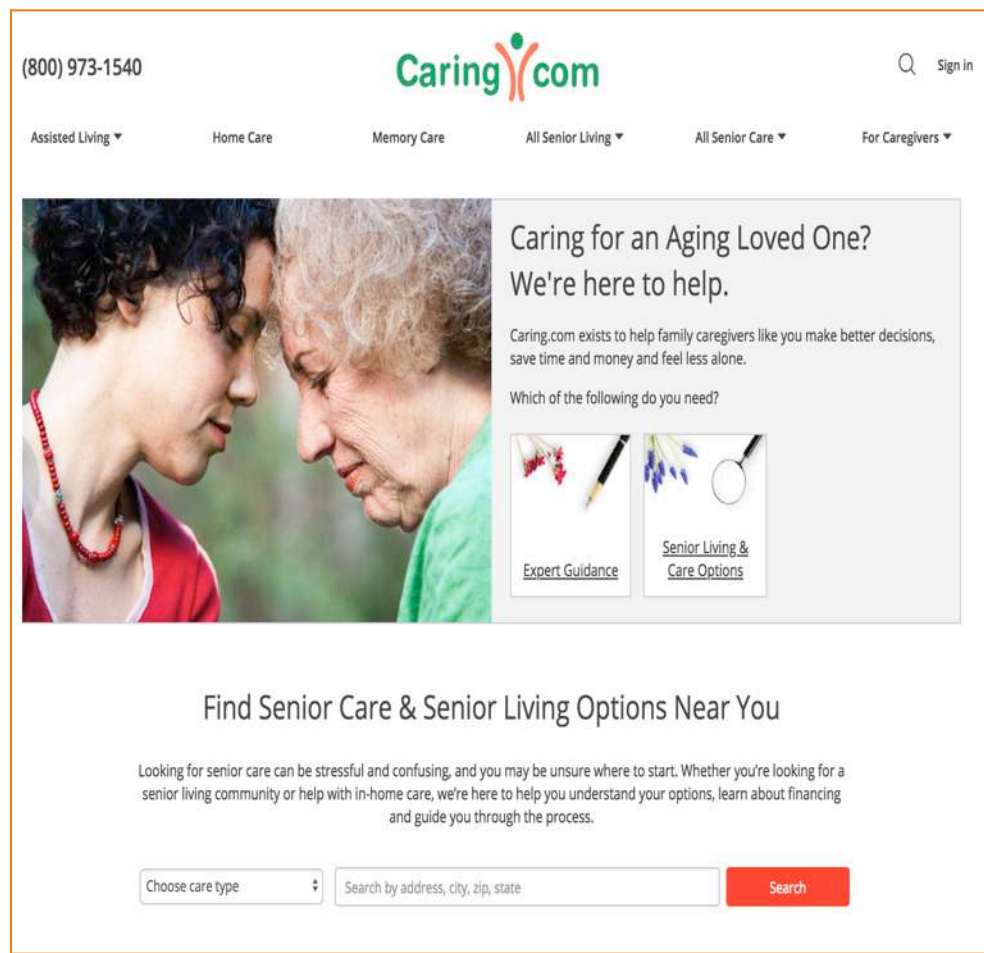
3 million monthly visitors

80,000 listings

3,000+ original articles

Dozens of online support groups

Partnered with thousands of
senior care businesses
nationwide



The screenshot shows the Caring.com website interface. At the top left is the phone number (800) 973-1540. The Caring.com logo is centered at the top. On the right, there is a search icon and a 'Sign in' link. Below the logo, there are navigation links for 'Assisted Living', 'Home Care', 'Memory Care', 'All Senior Living', 'All Senior Care', and 'For Caregivers'. A large banner image shows a young woman and an elderly woman looking at each other. To the right of the image, the text reads 'Caring for an Aging Loved One? We're here to help.' Below this, it says 'Caring.com exists to help family caregivers like you make better decisions, save time and money and feel less alone.' A question 'Which of the following do you need?' is followed by two buttons: 'Expert Guidance' (with a pencil icon) and 'Senior Living & Care Options' (with a magnifying glass icon). Below the banner, the heading 'Find Senior Care & Senior Living Options Near You' is displayed. A paragraph explains that finding senior care can be stressful and confusing, and that the website helps users understand their options, learn about financing, and guide them through the process. At the bottom, there is a search form with a dropdown for 'Choose care type', a text input for 'Search by address, city, zip, state', and a red 'Search' button.

Agenda



- Why all inquiry calls are part of sales process
- How sales scripting can positively impact: branding, close rates, employee confidence
- 5 key steps to perfect inquiry call execution
- Q&A
- Key takeaways and announcements

Presenter: Shelle Womble



SHELLE WOMBLE

Home Care Sales and
Operations Coach
corecubed

- Dynamic, energetic, and passionate about driving sales
- 25 years of multi-state experience in the aging care arena; has held multiple sales leadership positions
 - Director of Operations/GM for 50 branch locations in 11 states for large home care franchise
 - National Sales Director
- Official Certified Trainer and Authorized Partner for Everything DiSC®
 - Award-winning for her success in divisional leadership



Why Inquiry Calls are

Part of the Sales Process

Home Care Inquiry Management Is Sales Process



Most do not
treat it like a
sales process



Many simply
answer the
questions put
before them



Allows
customer to
set tone and
flow of call

Best Practices



Consistent use of scripts provides

- Brand cohesion
- Empowerment of staff
- “Lead to speed” / MUST be a rapid responder
- Demonstration of expertise
- Higher close rates

Scripting Should Be Always in the “YES” Tone



“Can I have the same caregiver every day?”

“We strive to create continuity of care for our clients. Some employees have broad availability but some may not. We have found that preparing to have several caregivers trained and familiar with you and your unique care needs is the best way to provide continuity.”



Scripting Ensures Brand Integrity

Scripting – with practice and repetition employees communicate:

- Warmth and interest
- Accuracy in agency offerings
- Reflection of your unique brand





The 5 Step Sales Process

The Sales Process in 5 Key Steps



Greeting and Qualifying

- Greeting – simple and friendly
- State company name and name of person answering phone
- Memorable greeting (optional)



*“It is a great day here at Perfect Home Care.
This is Shelle. How can I help you?”*

Outbound Call



“Hello, this is Shelle from Perfect Home Care. Our friends at Caring.com asked us to call you regarding your mother who may needs home care. We understand that you may be interested in {service 1} and {service 2}. We can help with those care needs.”

Greeting and Qualifying (cont.)

- Qualifying begins – “How can I help you?”
- Scripting is simple – listen – allow them to present scenario/problem



“Thank you, I think I understand the situation. May I ask you some additional questions about your care needs?”

Interviewing and Probing

- Ask at least 3 good open-ended questions
- How and why



Interviewing and Probing (cont.)



- Scripting portion – must ask:
 - Diagnosis type questions – possible medical issues
 - How are activities of daily living impacted?
 - Current resources available from family / friends / other agencies
 - Who's local – how active are they in care / support / etc.?
 - No money discussed unless brought up by caller
 - What safety issues are in play?
 - Attitude towards having care?

Interviewing and Probing – Sample Scripting



“You mentioned that you are concerned that your mother seems to be having some issues with her memory. Can you tell me how that affects her daily routine?”

“What type of services in the home has your mother had in the past?”

“Tell me more about her current eating habits.”

“What medications does your mother currently take?”

Presenting

- **Scripting – always transition into presenting services to help family**



“Ok, I think I have a pretty good understanding of the care needs you have for your mother. Let me share how our program works here at Perfect Home Care and how we can help your mom.”

- **Be story-specific in your approach when presenting this information**



“We can certainly provide services in the home for your mother that will support and provide her care for her (specific need 1), (specific need 2) and (specific need 3.)”

“From our discussion, it sounds like the level of care your mother would need would be a home health aide.” (Determine and specify level of care here.)

Presenting (cont.)

- **How our program works...**



“Our hourly rates for home health aide services in your area are \$25 an hour. Our employee would be able to provide assistance with (specific need 1), (specific need 2) and (specific need 3).”

- **Discuss possible services not provided in positive manner**

- Sample: May require a nurse. If nursing is provided, quote those rates; describe requirements. Discuss/connect to community services not provided.



“A nurse is required in our state to give insulin injections. We can assist you with identifying a medical agency in the area that can provide the morning insulin injections. We are a non-medical agency and injections have to be provided by a medical agency.”

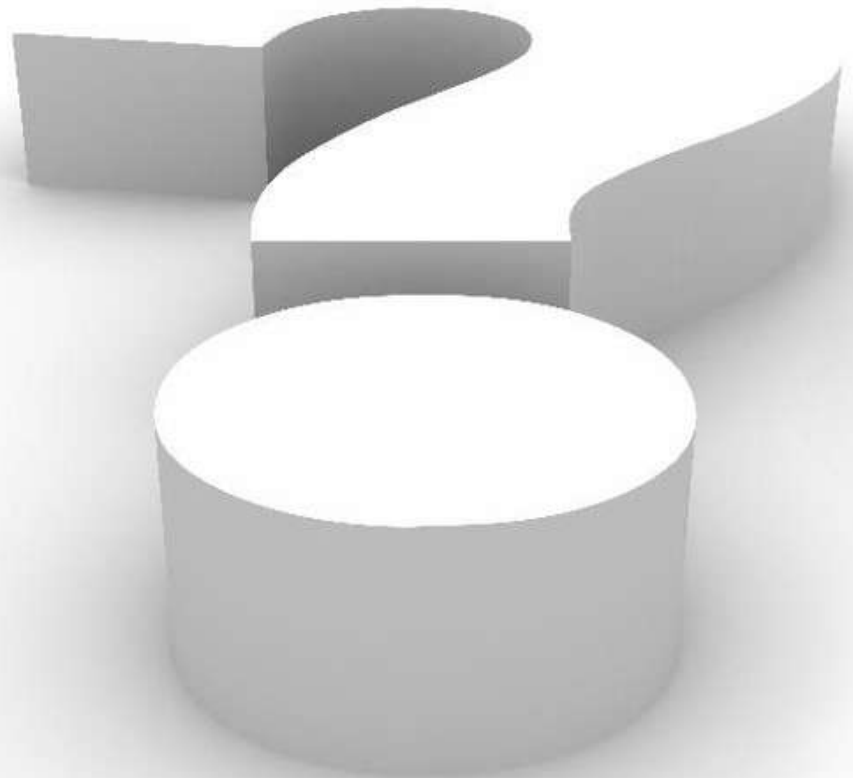
Handling Objections



- Have good scripts to handle objections
- Script and rehearse common objections
 - Price is too high
 - *“Perfect Home Care is very competitive in the market for home care service rates. The majority of the hourly rate goes to employee wages. We pride ourselves in recruiting and maintaining only the best employees so the rate for our services reflects on the quality of the services we will provide you.”*
 - Why are you not able to have the aide provide nursing duties?
 - *“We take great pride in the quality of the services we provide and of course we follow our state and federal laws as part of our quality program. Home care aides are not permitted to perform skilled nursing duties in our state.”*

Handling Objections (cont.)

- How are your employees selected and trained?
 - What do we do if we do not like who you send?
 - I only want this type of person in my home (usually discriminatory in nature)
 - How much of the rate you are charging me goes to the employee?
 - Are you insured and bonded OR what is insurance and bonding?
- Wrap up process – ask if they have additional questions



Closing

- *“How soon would you like to get started?”*
- *“When would you like us to come to do our initial home visit?”*
- *“What is your address and email so I can send you some literature?”*
- *“What is the best time and method to reach you so that we can follow up on our discussion today?”*
- *“How did you hear about us?”*



Final Scripting Notes

Scripts	Have in written form
Train Team	Anyone answering phones needs sales-based training
Test Team	Mystery shopping provides value (emphasizes strengths and areas for improvement)
Correct Team	Make words important and matter – don't wing it
Listen	Your team is an excellent source of scripting material
Rehearse	MUST rehearse until information flows easily
Modify	Every conversation is unique – modify as necessary
Customize	Display differentiators and brand

Key Takeaways



Specific methodology for inquiries is required for consistent success



All employees answering phones should be trained in methodology and versed in all scripts



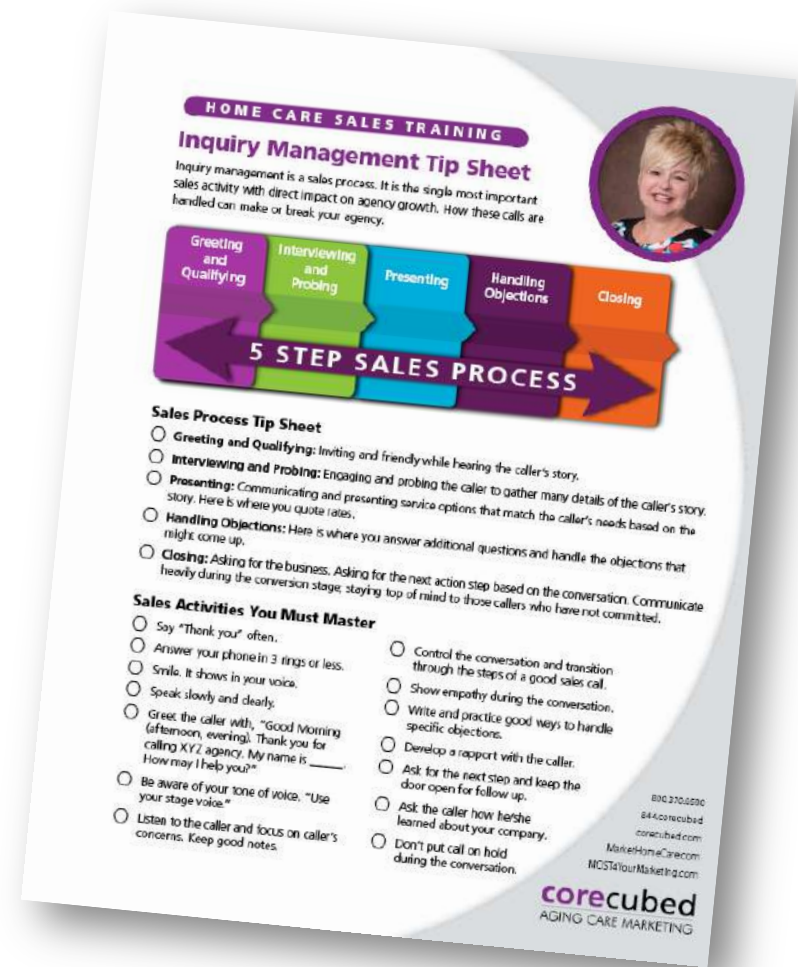
Your brand and company personality will shine when employees master sales scripting

Scripting – Training – Rehearsing – Mastering – Success

Q & A

Resource For Today's Attendees!



- Use the link below to learn more about **corecubed**'s Sales Chat Series and receive our Inquiry Management Tip Sheet
- Visit bit.ly/hcwinningwords to download this useful tool



HOME CARE SALES TRAINING

Inquiry Management Tip Sheet

Inquiry management is a sales process. It is the single most important sales activity with direct impact on agency growth. How these calls are handled can make or break your agency.



5 STEP SALES PROCESS

Sales Process Tip Sheet

- Greeting and Qualifying:** Inviting and friendly while hearing the caller's story.
- Interviewing and Probing:** Engaging and probing the caller to gather many details of the caller's story. Here is where you quote rates.
- Presenting:** Communicating and presenting service options that match the caller's needs based on the story. Here is where you quote rates.
- Handling Objections:** Here is where you answer additional questions and handle the objections that might come up.
- Closing:** Asking for the business. Asking for the next action step based on the conversation. Communicate heavily during the conversion stage, staying top of mind to those callers who have not committed.

Sales Activities You Must Master

- Say "Thank you" often.
- Answer your phone in 3 rings or less.
- Smile. It shows in your voice.
- Speak slowly and clearly.
- Greet the caller with, "Good Morning (afternoon, evening). Thank you for calling XYZ agency. My name is _____. How may I help you?"
- Be aware of your tone of voice. "Use your stage voice."
- Listen to the caller and focus on caller's concerns. Keep good notes.
- Control the conversation and transition through the steps of a good sales call.
- Show empathy during the conversation.
- Write and practice good ways to handle specific objections.
- Develop a rapport with the caller.
- Ask for the next step and keep the door open for follow up.
- Ask the caller how he/she learned about your company.
- Don't put call on hold during the conversation.

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How to Reach corecubed

Shelle Womble

Home Care Sales and Operations Coach

Shelle.Womble@corecubed.com

Contact corecubed today

800.370.6580 x1

corecubed.com



Thank You!

We Welcome Your Feedback and Suggestions



(650) 762-8190



denise@caring.com



company/caring-com



@CaringInsights

More Resources on Our Industry Blog:

<http://partners.caring.com>