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Say What: Home Care Sales Scripting that Sizzles

Caring.com Digital Marketing Academy I April 23, 2020

Welcome to Our Webinar

Type your question here…

This presentation will be shared within a few business days.

This is a one-way webcast. Attendees may ask questions.

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Caring.com: The #1 Senior Care Resource Online

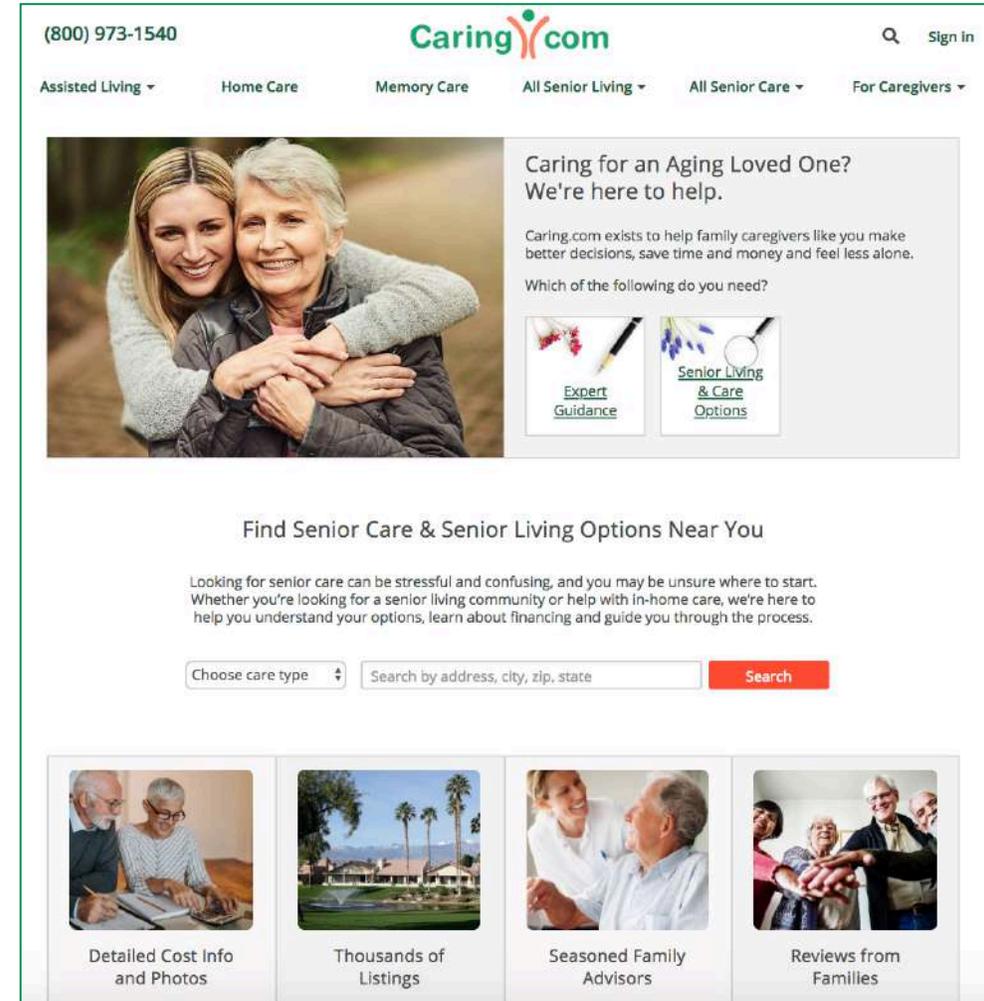**Founded in 2007, with a Social Mission**

Comprehensive Directories for Senior Living and Senior Care — 80,000+ Listings

#1 for Senior Care Reviews: 250,000+ Published — Thousands Added Monthly

Highly Trained, Highly Skilled Team of Family Advisors & Senior Care Experts

Relevant Eldercare Information and Support — Across Portfolio of Websites

www.caring.com

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Today's Presenter: Peter Droubay

- Renowned Corporate Trainer

- Helped Build The Senior's Choice and Hallmark Homecare

- Joined Caring in December, 2016

- Led Caring's Hiring and Training of Family Advisors and Ancillary Business Dev

- Now Leads Caring's Home Care and Directory Sales Teams

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Peter Droubay

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What We'll Cover Today

- The Importance of Call Scripts

- Important Telephone Principles

- Call Components/Script

- Handle Brush-Offs and Objections

- Q&A

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Scripts to Convert Internet Leads

Without them, you are doomed to lower conversion rates.

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Why You Must Have a Script

- Bottom Line: You will dramatically increase conversion rates with a better script.
  - Consistent process throughout business that can be measured and duplicated.
  - You can manage effectively.
- You drive the conversations.
  - Without them, people just answer consumer questions and it goes nowhere.
  - People are dying to be led.
- Improves your image and your brand.
  - Potential clients recognize you as a serious player in the industry.
- Changes the attitude and focus of your business.
  - Sets the tone for the seriousness of leads, calls, and the business in general.
  - Gives all staff confidence and pride.

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Keys to Great Calls

Principles that change the way you use the telephone.

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Keys to Success in Converting Online Leads

1. One script used for all internet leads.
   - Best practice: Same person takes all calls
   - Other people trained for back up.
   - If not enough leads to occupy one person, change that. Buy more, increase web marketing, etc.
2. Know your sales process and measure the right results.
   - Best practice: Do not attempt to over-qualify or close sales over the telephone. Instead, set an appointment for an assessment.
   - This changes the purpose of the call, and changes the results.
   - All measurements of the person on the telephone are about how many appointments they set.

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A Proven Sales System

Leads Entered in CRM

↓

Call Until Reached

↓

Contacted with Proven Script

↓

Appointment Set

↓

Assessment Conducted

↓

Design & Sell Care Plan

Step 1: All leads go into a CRM so they to be contacted and tracked.

Step 2: All leads are called until reached by a full-time appointment setter, with a specific script. It includes very minimal qualification and offers an appointment for an assessment. No prices or care hours are quoted until after assessment.

Step 3: Appointments are booked for care coordinators/sales people. Measurement for the appointment setter is based on conversion to appointments.

Step 4: Assessments are conducted. They are not a presentation. They are well-formatted, based on good salesmanship, but are only meant to elicit emotion and care needs.

Step 5: A care plan proposal is developed on site and delivered. Sales are then closed.
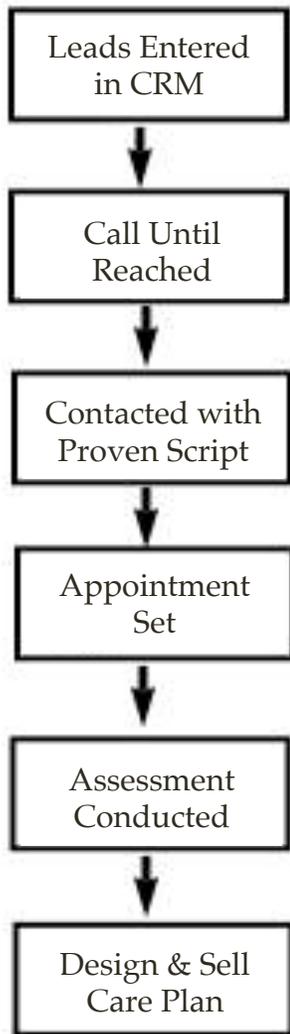
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Keys to Success in Converting Online Leads

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   - Best practice: Do not attempt to over-qualify or close sales over the telephone. Instead, set an appointment for an assessment.
   - This changes the purpose of the call, and changes the results.
   - All measurements of the person on the telephone are about how many appointments they set.
3. Understand who you are calling; know their motivations.
   - These are not clients yet. Don't be overly assumptive.
   - They are shopping.
   - They want information and help. Give it to them.

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HOME CARE

Potential Offers:

1. Assessment
2. Articles & Reports
3. Audios & Videos
4. Checklists
5. Comparisons
6. Lists of Local Resources
7. Personal Introductions
8. Support Groups

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Keys to Success in Converting Online Leads

4. Control the call with questions.
   - You are in control, but you spend most of your time listening.
   - No unintended questions.
   - No undirected pauses. Only stop talking when you have asked a question.
5. Be like a great doctor! Diagnose and then prescribe.
   - Don't talk about yourself! This is not the time for a sales pitch.
   - Recommend steps to take.
   - You don't need an appointment, but they do!
   - Be the expert who cares.

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Be the Doctor

How do great doctors convince you of their expertise?

- They ask the right questions (they diagnose properly).
- They give clear, effective recommendations/ prescriptions.
- They speak the right language.
- They have a good reputation (referrals and reviews).
- They educate you and communicate well throughout your relationship.

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   - Recommend steps to take.
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   - Be the expert who cares.
6. Use consultative language.
   - "May", "Could", "Might", "Possibly"
   - "During the assessment, we will determine 'if' we can help."
   - "If not, we'll give you the resources needed."
   - Sets you apart as being honest.

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Keys to Success in Converting Online Leads

7. Get micro-agreements throughout the call.
   - Ask for small commitments.
   - Get them to say, "Yes", many times.
8. Give them something before asking for a commitment.
   - Induce the Law of Reciprocation
   - "Here's what I'm going to do for you…"
9. Use good, assumptive closing techniques.
   - Always ask for the appointment.
   - Use an "Alternate Choice Close" for the date and time.
10. Never pre-judge. Do Not Over-Qualify!
    - Assume every person will be a great client.
    - Set appointments for assessments with everyone.
    - It is better to do lots of assessments, and not close a few, than it is to only do a couple of assessments that are guaranteed to convert.
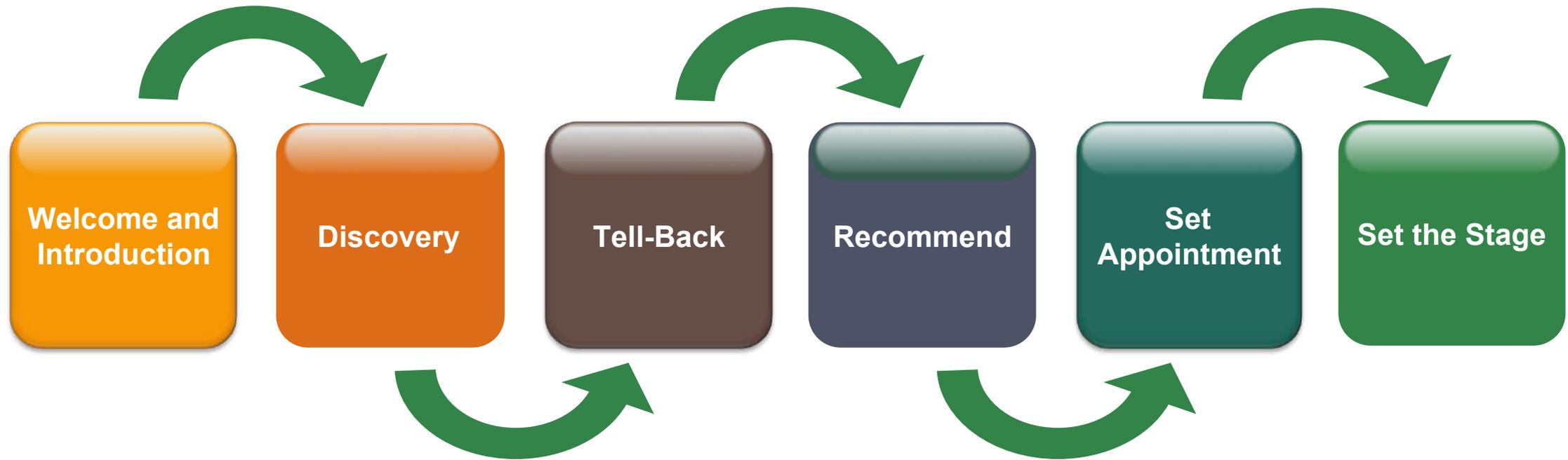
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Call Components

A proven script to set appointments.

Script Components

Welcome and Introduction → Discovery → Tell-Back → Recommend → Set Appointment → Set the Stage

Components of a Great Call

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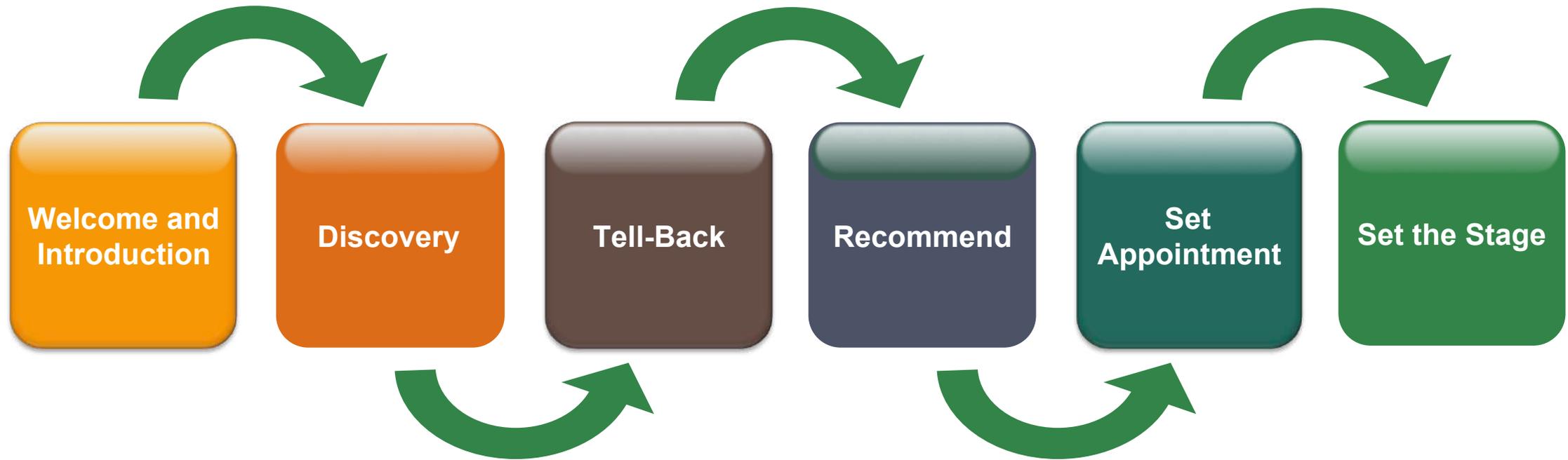
"Is this _____ ? Hi _____ . My name is _____, with _____ Home Care. You and I have not met, but a Family Advisor at Caring.com asked me to give you a call because you're looking for senior care options for _____, and she/he thought I might be able to help you. I specialize in helping seniors and their families here in our area and I'd love to see if I can help you. Can you tell me more about what's prompted your search for care options?"

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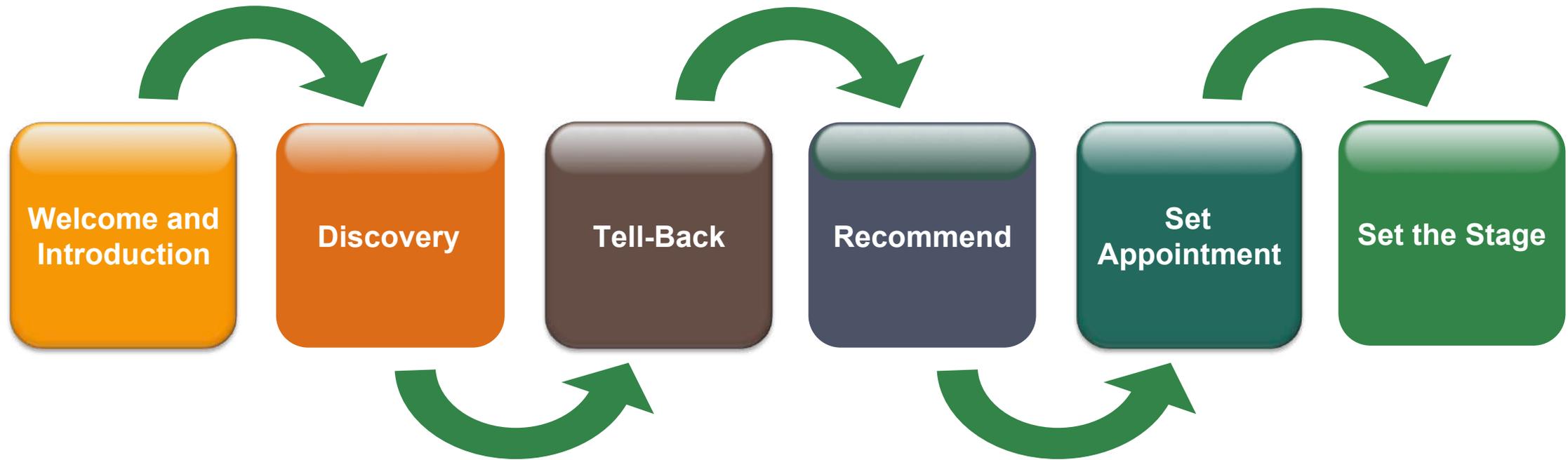
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Components of a Great Call

The Discovery

Ask several (3 to 4) questions to find the "Main Motivation." Make sure they are open-ended questions. Ask follow-up questions to dig deeper.

- *What prompted your search for senior care options?*
- *What are your main concerns?*
- *The Family Advisor at Caring.com told me about your concerns with _____. Tell me more about that.*
- *What activities are not getting done well? What's not perfect about the current situation?*
- *What has changed recently?*
- *When you say _____, what do you mean by that?*
- *What about that scares you?*
- *In your opinion, what kind of assistance is needed?*
- *How would you like it to be?*
- *What's most important to you? What has to happen for you to feel that?*

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Script Components

Welcome and Introduction → Discovery → Tell-Back → Recommend → Set Appointment → Set the Stage

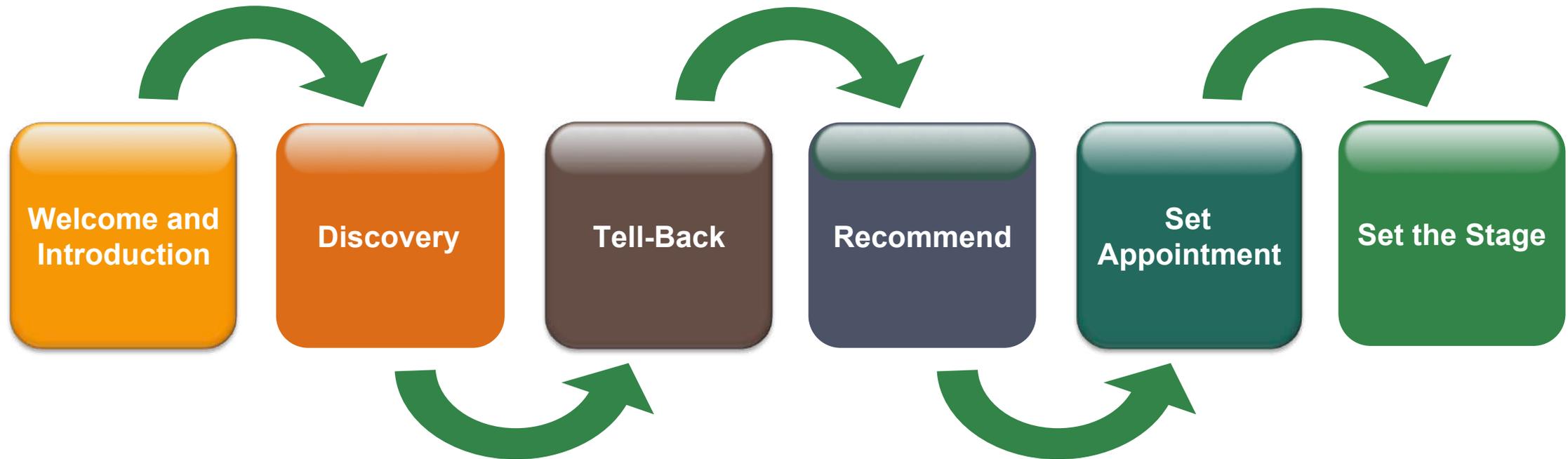**Components of a Great Call**

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The Tell-Back

Transition to a recommendation by telling back what you've heard and what you understand that they want – their "Main Motivation." Be the doctor!

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- *So it sounds like...*
- *What I'm hearing you say is....*
- *To make sure we're on the same page....*
- *The big concerns I'm hearing from you are....*

Does that sound about right?
Is there anything that I have missed?

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Script Components

Welcome and Introduction → Discovery → Tell-Back → Recommend → Set Appointment → Set the Stage

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Components of a Great Call
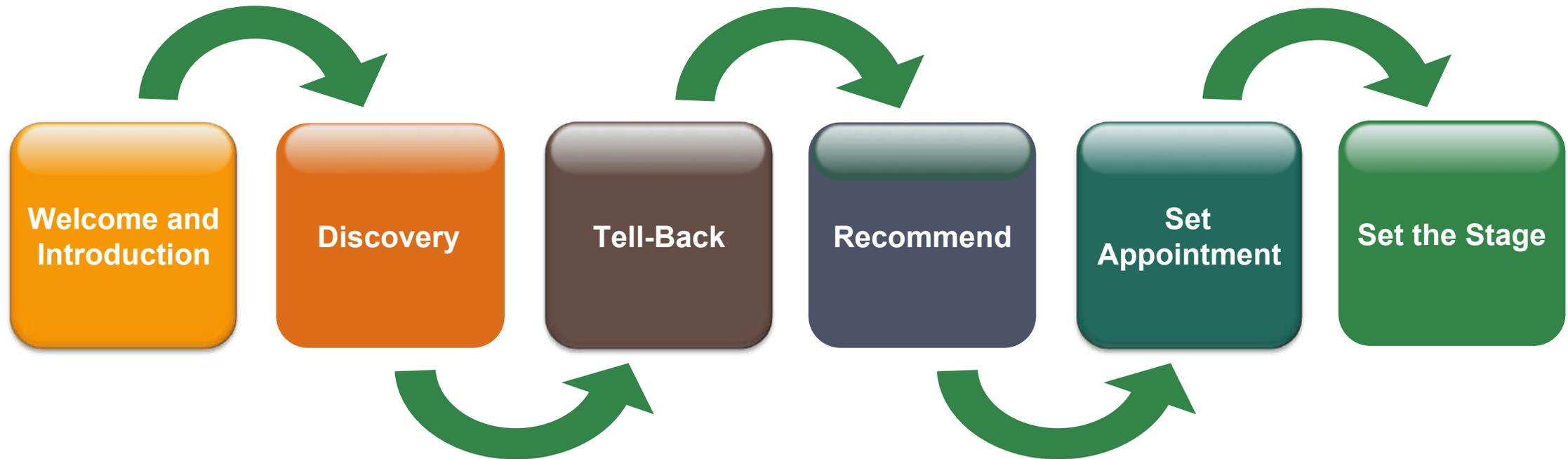
The Recommendation

"I definitely think we can help you. I recommend that you take several steps as quickly as possible:

The first is that I am going to send you a video/audio/report that I want you to watch/listen to/read. It will do _____ for you. Don't make any decisions until you've watched/listened to/read it because it will give you some ideas you'll want to use. Let me verify your email address. I have _____, is that the best one or is there a better email?

Next, I'm going to have our care coordinator stop by to assess your situation. She's been working in senior care for ____ years, is well-known in the community, and can offer a lot of good alternatives. She'll meet with you and your family, ask a lot of questions, and do a great assessment so that we can give you solutions and develop a care plan. If we think we can help you to carry out that care plan, she'll discuss what we can do at that time. If we can't help you, she'll recommend options for you and even introduce you to the best providers in town."

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Script Components

Welcome and Introduction → **Discovery** → **Tell-Back** → **Recommend** → **Set Appointment** → **Set the Stage**
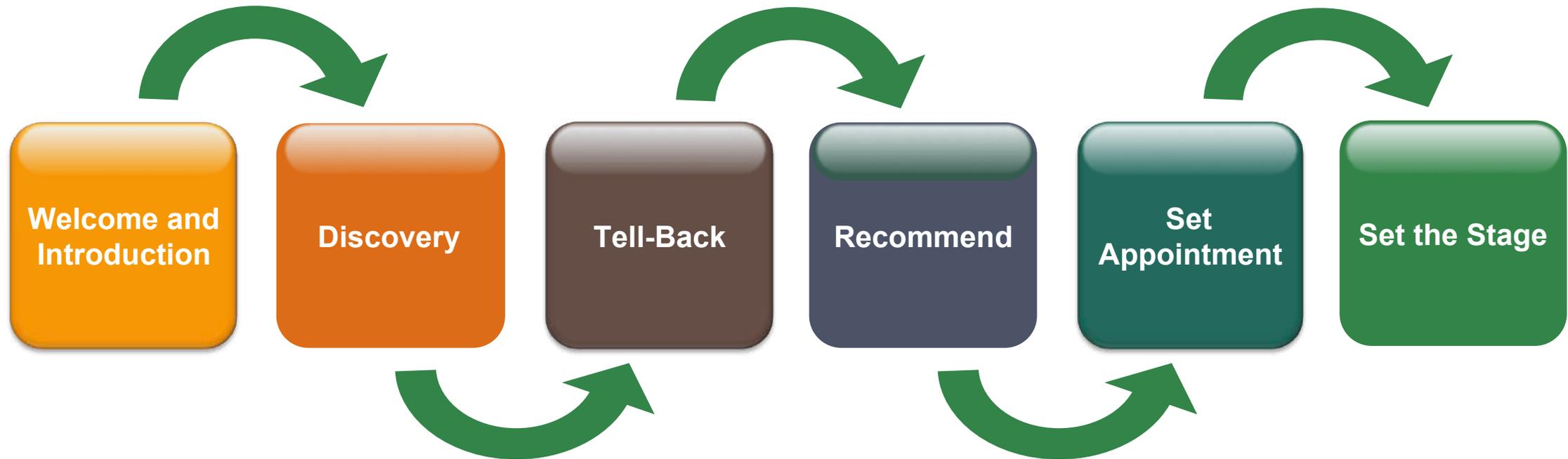
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Components of a Great Call

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Set the Appointment

Get the address. Then, use alternate choices to narrow down a date and time.

"Where does your mother live? What is the address?
It looks like our care coordinator will be in your area
this Wednesday and Thursday. Which day will work
best for you to have her stop by for an hour to conduct
the assessment? Wednesday or Thursday? Morning,
afternoon, or evening? I have 3 PM or 4 PM available.
Which would be best?"

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Script Components

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Components of a Great Call

Recap the main motivation and the commitments:

- "So, to recap, we really need to make sure that your mother has _____ and no longer has to worry about _____."
- "I think we can help you. I'm going to start by emailing you _____. I want you to watch/listen/read. Call me if you have any questions or ideas from it."
- Then, on Wednesday at 3 PM, _____ will be at your mother's home to meet you and her and assess the situation. From that, she'll be able to give you a complete care plan and the resources to get it done."

Get all decision-makers to the assessment:

- "Who else should be at that meeting? What other family members are involved in this decision? What needs to be done to invite them?"

Prepare them for tackling the finances:

- "Now, one of the things that _____ will help you with on Wednesday includes all of the options for paying for your _____'s care. The Family Advisor at Caring told me that you have a budget of around _____. Is that where we're starting? Or does your family have other resources that can be used?"

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Brush-offs and Objections

Create a scripted response for each common objection.

Learn to Handle Brush-Offs and Objections

Don't have time right now:

- "That's what I figured, which is why I was calling to verify some information and send you a video/audio/report that you need to review before you make any decisions about your _____'s care. Is _____ the best email address? The Family Advisor told me that your _____ is struggling with _____. Is that the primary reason you're looking for care?"

Exploring other options:

- "Excellent! That's exactly what we help people to do. In fact, I'd love to send you a video/ audio/report that gives great insights on each option and helps you to compare them all. Tell me, what's prompted your search for options?"

What are your prices?

- Do not quote prices over the phone. If asked, give a range and go right back to the need to meet them in person.

Who are your caregivers? Can you get me _____ type of caregiver?

- "Is that what you want? We match caregivers based on your specific situation, which is why we do an assessment before assigning caregivers. Which day will be best for that assessment?"

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Announcing…

1. A new sales training series for working online leads
2. Posted at partners.caring.com
3. Password-protected: For enhanced partners only
4. 10 modules for your whole office staff to watch.
5. Each module is 5 to 15 minutes long
6. First four available now
7. All will be posted over the next four weeks

Key Takeaways

Don't wing it!
Scripts are absolutely vital:

Close more business.
Be in control.
Improve your brand.
Raise the confidence of your staff

Key Principles:
Same Script for All
Know Sales Process
Understand Shoppers
Control the Call
Be the Doctor
Consultative Style
Micro-Agreements
Give Information
Ask for Appointment
Don't Prejudge

Script Components:

Welcome
Discovery
Tell Back
Recommendation
Set Appointment
Set the Stage

More Best Practices for converting leads are available in our course on how to convert online leads into clients. Contact your Account Executive for access.

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Thank You!

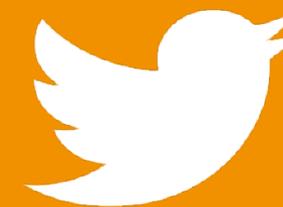## We Welcome Your Feedback and Suggestions

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http://partners.caring.com

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