

Case Study: Senior Living Provider

Client Frustration with the Sales Process

A large global senior living provider needed insights into their stagnating sales performance. This company employed a standard consultative process in which reps asked prospects about their needs and attitudes toward senior living, then presented the best options based on the prospect's situation. The approach worked well for about 40 percent of buyers - those with long lead times who were just beginning to think about senior living. However, in cases where an elderly person was coming out of the hospital and needed a quick solution, potential buyers became frustrated by the slow consultative pace. The approach also failed to convert those who were "window shopping" senior communities but whose adult children were determined to keep the parents at home with in-home care. These latter two scenarios made up about six in 10 buying situations, but the company's reps were ill equipped to handle them.

Learning to Identify the Buyer

VantagePoint recommended an agile sales approach in which sellers learned to identify three types of prospects - Informed Future Residents, Code Red, and Mom's Staying Home - and use the right approach for each one.

For Informed Future Residents, the company kept the consultative approach in place. For Code Red, where families needed to make a quick decision and execute on it, it was found that a simple product pitch was all that was needed. For the Mom's Staying Home group, where some or all family members preferred in-home nursing care, the best approach was a disruptive one that challenged the buyer's current thinking and attitudes toward senior living.

After undergoing training enabling them to be successful in these scenarios, reps are able to quickly identify each type of sale and track their growing success with each one.

Agile Doesn't Mean 'Winging It'

Sales agility doesn't mean "winging it." A lot of sales leaders worry that telling reps to be flexible will introduce chaos into the selling process. It won't. Agility simply means sellers are adaptable within defined parameters.

With that in mind, it's time to discard old notions that there is one sales methodology that's right for your company - and that all reps should adhere to it. Instead, recognize that the best methodology is the one that's right for each of your buyers.

About VantagePoint Performance

VantagePoint is the only agile sales performance company delivering diagnostic-based training and consulting solutions—all grounded in the latest academic-led, agile sales research. The VantagePoint proprietary Agile Sales & Coaching Platform includes an agile diagnostic that identifies the behaviors and unique situations your sales managers and salespeople face in the customer's journey. Leveraging your company data, you will know the behaviors and strategies your high-performing managers and sellers use to win in each specific selling situation. With VantagePoint, you will equip all your managers and sellers to be situationally fluent, to execute each unique interaction in the buyer's journey like your top-performers. Our mission is your performance, we are VantagePoint Performance and we are agile to the core!