

Power Up Your Agency, Your Income, and Your Sales Team!

Cheryl Peltekis, RN
Melanie Stover, OT, MBA, MS/ISM



HomeCareSales
BY **POWERSHOT** TRAINING, INC.



**Interrupt us!
(Really)**

Melanie Stover

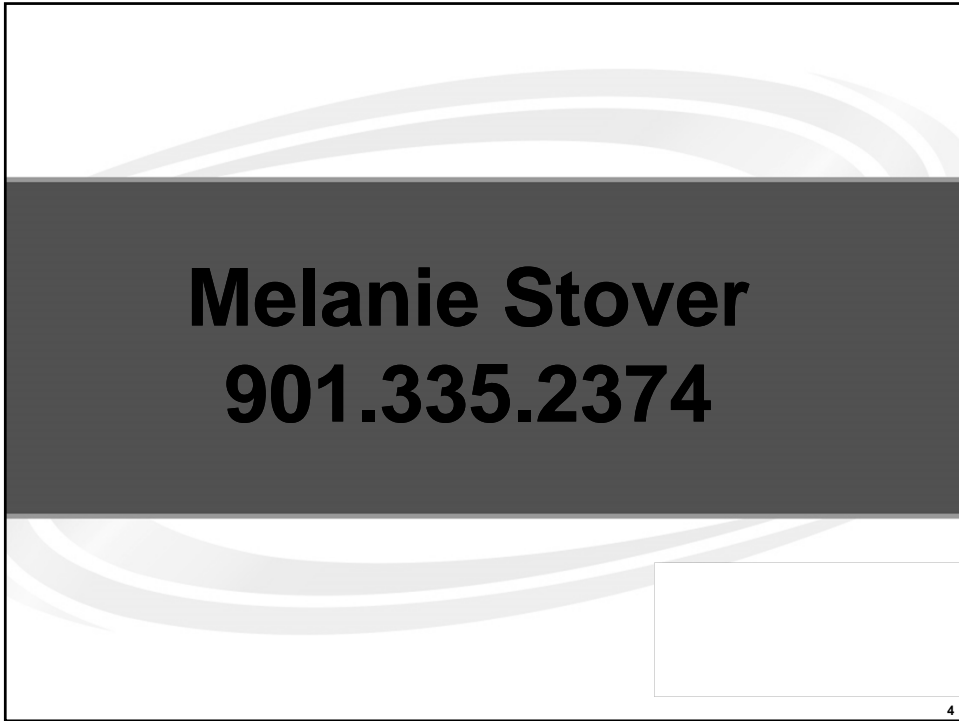
- > **Occupational Therapist**
- > **Worked in Home Health since 1996**
- > **Founded Home Care Sales in 2001**
- > **Currently working with HH and IHC agencies across the country in highly competitive environments**

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Cheryl Peltekis

- > **Registered Nurse since 1990**
- > **Founded Immediate Home Health, Hospice, and Private Duty 1995**
- > **Joined Home Care Sales by Power Shot Training in 2014 and now is a partner**
- > **Manages Sales Teams around the country**

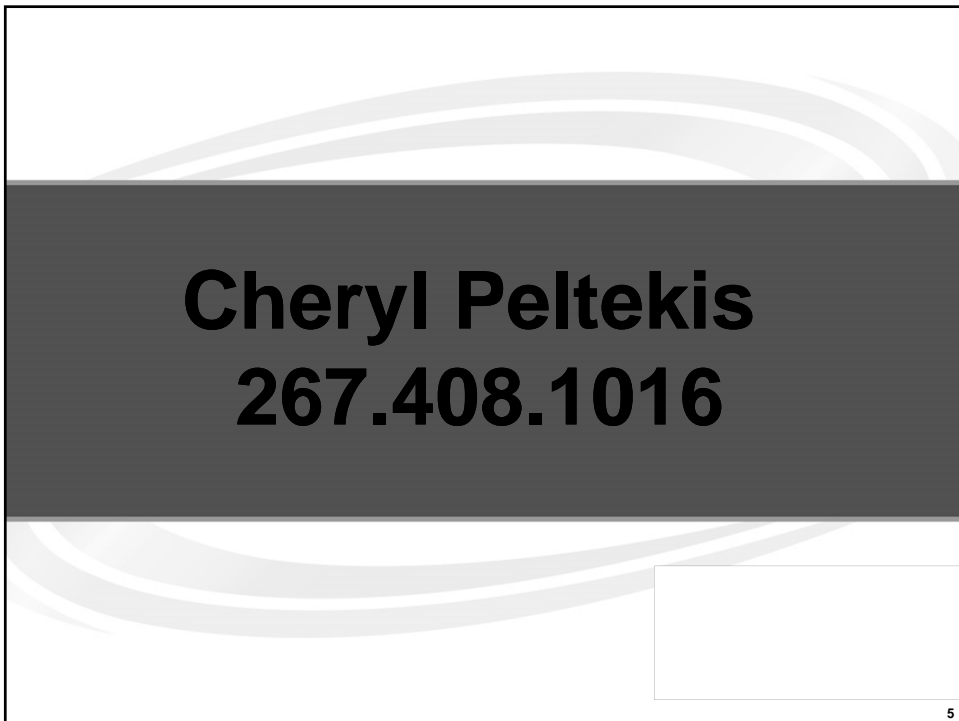
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Melanie Stover
901.335.2374

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A business card for Melanie Stover. The card features a dark grey central band with white text. Above and below this band are decorative light grey wavy lines. A small white rectangular box is located in the bottom right corner of the card.



Cheryl Peltekis
267.408.1016

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A business card for Cheryl Peltekis. The card features a dark grey central band with white text. Above and below this band are decorative light grey wavy lines. A small white rectangular box is located in the bottom right corner of the card.

What will I learn during this session?



- > **Identify your USPs for your agency**
- > **Create monthly campaigns with weekly automated tasks and activities**
- > **Discuss the methods used to train and teach the sales reps how to use them**

What is an Unique Selling Point?

How to create an USP?

- > **What do you do that your competitors do not do?**
- > **What are you good at?**
 - Clinically
 - Customer Service
- > **Who do you have on your team to highlight?**
- > **If you are stuck**
 - Ask your current referral sources “Why do you refer to us?”
 - Ask your current clients or patients “What do you like about our services?”

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How to create a calendar of USPs

1. Assign USPs every two weeks.
2. Create teaching tool about the USP and share throughout organization
3. Include Home Care Trigger Questions™ that will get the referral source to “think about current pts on caseload”
4. Each week use the topic and the question of the week to create a valid business reason for the sales call
5. Have a flyer for each USP ready to go!

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Once you have your USP's done, Schedule them

EMAIL	DATE	USP	1ST DAY OF USP	DATE
Friday	12/13/2013	PALLIATIVE CARE PROGRAM	MONDAY	12/16/2013
Friday	12/27/2013	REQUALIFY ACCOUNTS WEEKS- COLLECT EMAILS	MONDAY	12/30/2013
Friday	1/10/2014	YOUR NEVER ALONE	MONDAY	1/13/2014
FRIDAY	1/24/2014	BEAT GOES ON	MONDAY	1/27/2014
Friday	2/7/2014	TCM	MONDAY	2/10/2014
Friday	2/21/2014	JUST ONE CALL	MONDAY	2/24/2014
Friday	3/7/2014	LOW VISION PROGRAM	MONDAY	3/10/2014
Friday	3/21/2014	PUT THE DIET BACK INTO DIABETES	MONDAY	3/24/2014
Friday	4/4/2014	FALLS PREVENTION	MONDAY	4/7/2014
Friday	4/18/2014	MEDICATION MANAGEMENT	MONDAY	4/21/2014
Friday	5/2/2014	IMMEDIATE: THAT'S OUR NAME	MONDAY	5/5/2014

"Just one call"

"What can I do to help you get out of here on time?"

- 1. Hospital D/C planners**
- 2. SNF / Rehab SW or D/C planners**
- 3. Drs office and staff**
- 4. ALs**

"We take the worry away with just one call"

- 1. Private Pay Clients**
- 2. Private Pay Families**

Give your team the tools they need to succeed!

1. Educate your sales reps on the Disease Process so they can visualize what a patient looks like
2. Each week share a USP or break down the USP into “bite size” pieces in your asking for referrals!
3. Arm your sales rep with the “Question of the week” to ask for the referral
4. Monthly promotional item (if you do them and they are within the legal guidelines)
5. One page Handouts for referral sources highlight the topic

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Educate your team!

Monthly sales meetings

1. Include
 - Intake
 - Nursing Supervisors or care managers and Schedulers
 - CEO or other stakeholders
2. Share the Topic
 - Overview of the Disease, Service line, monthly observance
 - Key Home Care Service for a patient or client
 - Major benefits for referring to HC
 - Home Care Trigger Questions for Home Care™
 - Common objections and responses
 - Top Target Markets
3. Role Play the USP

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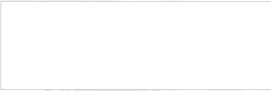

Role Play!
Cheryl and Melanie will demonstrate a role play session.
Feel Free to Join In!



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Automate

- 1. Spreadsheets**
- 2. Calendaring system like Outlook**
- 3. Customer Relationship Management tool**



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How to put Monthly Sales Focus into Action!

1. Identify your USPs
2. Create a calendar of USP
3. Develop the weekly sales messages
4. Create a monthly education piece for your sales reps to learn about your topic
5. Provide monthly education meetings
6. Develop a referral source handout for the month
7. Automate the delivery

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Methods for Training New Sales Reps

- > Hire Correctly – DISC Assessment
- > Train on Rules and Regulations:
 - Federal Registry
 - Medicare Reimbursement Manual
 - Stark Laws
 - Anti Kickback Laws
 - State licensure

Provide Sales Training!

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Sales Training

- > **We use the Top 20 sales process**
- > **Get the whole team speaking the same language**
 - **Prospecting**
 - **Qualifying**
 - **Service Maintenance**
 - **Tell Call**
 - **Exit Call**
 - **Exit Interview**

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If you can only implement 1 thing.....

**ASK for a patient or client in a
meaningful way.**

Every time!

Research reports increase in referrals by 15- 20%

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Be a patient advocate and serve more people!



"You can either take action or you can hang back and hope for a miracle. Miracles are great, but they are so unpredictable."

Peter F. Drucker (1909-2005) Austrian-American economist and author



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Q & A

Thank You everyone!

Cheryl and Melanie

www.HomeCareSales.com



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