

How to Grow Your Private Duty Agency

Presented by:
Cheryl Peltekis, RN
“The Solutionist”

HomeCareSales
BY **POWERSHOT** TRAINING, INC.

Who is Cheryl Peltekis, RN



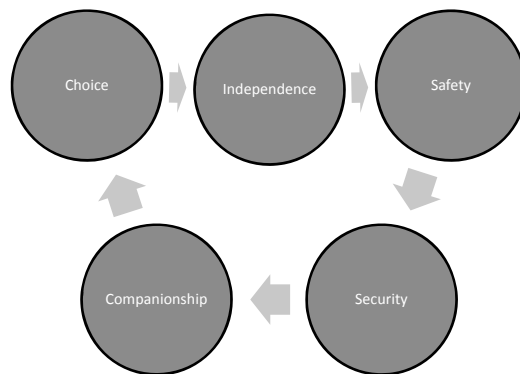
- Mom of 5
- Owner of Home Health, Hospice and Private Duty Organization since 1995
- Partner in Home Care Sales by Power Shot Training
- Over 25 years in health care experience
- Sales Manager of the year 2013 by Playmaker CRM
- Author of THE FIVE STEPS TO SALES SUCCESS



I truly understand the customer we are servicing.

You Need a Marketing Plan-Study

- What are you selling?



Change The Plan



It is incredibly satisfying to be a value producing human being in this world.

Our organizations allow us to employ people in our communities which in turn allows others to have abundance in their lives.

Here are the steps to SALES Success!

You Need a Marketing Plan: Include

1. Direct Consumer Marketing = 35% of revenue
2. Indirect Marketing- Sales Reps = 45% of revenue

The remaining 20% comes from your employees!

Direct Consumer Marketing

- Internet SEO/Pay per click
- Caregiver websites. (caregiver.com or careinhomes.com, a place for mom)
- Post services on LinkedIn.com
- Do a bulk mailing to targeted zip codes (www.postcardmania.com)
- Cable TV, Radio, Newspapers, Church Bulletins, Website, Email Newsletter, Outdoor Advertising (lawn signs, sports arena, billboards)

Cont.: Direct Consumer Marketing

- Telephone directories
- Community Events
- Health Fairs
- Brochure holders

Sales Reps: 45% of Revenue

- **Business to Business: Hospice and Home Health Organizations**
- **Community Events- Wellness talks and Senior Events**
- **Fish where the fish are- Account types**

Hospice/Home Health Organizations

- This can be a gold mine. Some hospice patients go on service for 24 hours toward end of life.

Pros and Cons of Hospice/Home Health

- Patient is their patient
- Your working for a client and an organization (two bosses)
- Your aides need to be trained by the hospice (if you offer to have the aides go to the hospice for training for each new hire you will win them over!)
- Client can last from 1 day to 1 year.

Hospice/Home Health

- You want to present this to the aide scheduler and Nurse manager
- You can offer to provide a quick 5 min presentation to the Staff that work in hospice
- Offer coupons to put in there admission packets.
- Create a House Rules Check list for working with each organization

Sales Representatives

Most Common Mistakes:

1. Hiring wrong person
2. No clearly defined expectations
3. No support from office staff
4. No marketing materials
5. No training
6. No weekly plan

Sales Representative

- Hire for personality: DISC Assessment
- Hire someone with previous sales or customer service experience
- Train them!

Change your sales representatives prospective

- You are not a sales person, you are someone who is changing lives.
- There are not just asking for business but they are asking to help people!

Community Events by Sales Reps

Education Series

- Works well in Independent or whole life communities, newsletters, and radio announcements
- Senior Centers- Bingo
- Senior Health Fairs presentations

Fish where the Fish Are



- Hospitals
- SNF/Rehab with 50 discharges/MTh (#2)
- Continuing Care Retirement Communities- CCRC
- Senior Housing
- Physician Office's
- AAA-Waiver and options (#1)
- Elder Attorney's
- Geriatric Care Managers
- Senior Centers (Large One's)

Rankings from Home Care Pulse 2014 Study

Most Important Accounts

- One Hospice Business Partner/rep
- One Home Health Business Partner/rep
- One CCRC
- One SNF/Rehab
- One Large Physician's Practice

Accounts and Accountability

- Separate your accounts into territories that match your clinical teams territories to create teams.
- Have your sales representative go out with you clinical team and vice versa
- Builds a unified team that is working together! This is very powerful

Accounts/Accountability

- Accountability: Clearly defining your expectations of visit frequency to accounts by account types.
- It's critical to have your sales representatives going into an account that has the potential of referring at least 3 referrals a month

Sales Management

- Define what your organization does that will separate you from your competition: Unique Selling Points (USP's)
- Create at least 12 and then start to schedule them on a calendar
- Spread your message to your entire organization

Leadership



LEAD/LEADERSHIP

- Have a 52 week plan and never have your sales rep make a no value sales call again.
- Reward Excellence!

Role Play Time!

What happens at your sales meetings?

Volunteers wanted!

Q & A

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