

Home Health & Hospice Growth Strategy Series

May 18, June 10, June 24



\$30 per person (includes True Colors® assessment)

Explore insights and innovative strategies for hospice leadership, referral management, sales and marketing

HOSTED BY

The Home Care & Hospice Association of New Jersey



CONTACT

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PRESENTED BY



Session 1 Exceptional Leadership - Ideal for C-Level Leaders and Directors

May 18th, 2021, 9 am to Noon

- True Colors Leadership Assessment and “Keys to Successful Business Leadership”
 - Applying principles to relationships with peers
 - Applying principles to managing your team
 - Applying principles to relationships with customers
- The Leader’s Formula for Success
 - Key concepts to put into practice
 - Business visioning and strategy development
 - Using business intelligence to develop strategy
 - Branding and positioning
 - Setting long-term goals and objectives
 - Implementing and monitoring key performance indicators
- Leadership Coaching
 - Leading and mentoring a high-performing team
 - Recruiting and retaining the best

Session 2 Referral Management - Ideal for Intake, Access, Admissions, and Scheduling Staff

June 10th, 2021, 9 am to Noon

- True Colors Assessment and “Keys to Personal Success”
- Providing an Exceptional Experience Along the Customer Journey
 - Asking Smart Questions to Uncover Customer Needs
 - Articulating the Value Proposition
 - Handling All Objections
- Best Practices Using Data for Referral Management
- Customer Service That Sets Your Agency Apart

Session 3 Sales & Marketing Management - Ideal for Business Development Managers, Representatives, and Liaisons

June 24th, 2021, 9 am to Noon

- True Colors Assessment and “Keys to Personal Success”
- What’s In Your Sales & Marketing Playbook?
 - Time and Territory Management
 - Asking Smart Questions to Uncover Customer Needs
 - Articulating the Value Proposition
 - Handling All Objections
 - Pre- and Post-Call Planning
 - Marketing by account type (hospital, SNF, ILF, ALF, physician)
- Best Practices Using Data to Grow Existing Accounts and Target New Business
- Presentations That Set Your Agency Apart