



Marketing Workshop Offering Announcement

Tuesday, September 18, 2018 • Time 10 a.m. - 2 p.m. (Lunch Provided)

University of Louisville, Shelby Campus • 201 Founders Union Building

**Cost is \$60 for the first registrant, \$40 for each additional registrant from the same community
Or \$80 per Attendee (for Non-KSLA Members)**

3.0 Continuing Education Units Have Been Applied For / 3.6 Contact Hours Available

Registration Deadline: Thursday, September 13, 2018

Workshop Summary

A recent study by George Mason University painted a bleak picture of selling in the senior living industry. However, new research has examined a new approach to selling that is both easy to implement and has been proven to be highly effective. Using actual case studies, real-world senior living-based stories, and illustrative exercises, this presentation is designed to introduce the participant to this completely new way of selling within our wonderful industry. In addition, this session will be highly interactive and also a great deal of fun!

Target Audience & Prerequisites

- ◆ Executive Directors, Owners, Administrators, Managers, and Marketing Staff
- ◆ There are no prerequisites for this workshop

Learner Outcomes/Objectives

- ◆ Discuss the critical role of selling in the senior living industry.
- ◆ Learn atypical selling behaviors and skills to quickly establish relationships of trust to grow occupancy and revenue.
- ◆ Learn and understand effective communication skills applicable to situations in workshop participants' professional and personal lives.
- ◆ Discuss unique ways to first, fully understand, and then to successfully address, the needs of all of our customers, both internal and external.

Requirements for Successful Completion

- ◆ Active participation in the entire session
- ◆ Completion and return of course evaluation form

Fee & Refund Policy

- ◆ The fee is \$60 for the first registrant. The fee lowers to \$40 for each additional registrant from the same community (KSLA Members). The fee for non-KSLA members is \$80 per registrant.
- ◆ Fees are payable via check or credit card, and paid in advance. Completed registration forms and fees should be submitted to KSLA via e-mail to KSLA@KentuckySeniorLiving.org, by fax to 502.805.0589, or by mail to KSLA, 133 Evergreen Road, Suite 212, Louisville, KY 40243.
- ◆ To receive a refund, the registrant must notify KSLA in writing (via e-mail or U.S. mail) of his/her inability to attend the workshop no less than five business days prior to the workshop. KSLA will refund the registrant's entire fee via check within two weeks of this notification.



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About Your Presenter - Michael W. Marlow



Michael Marlow is the National Marketing and Sales Training Manager for Life Care Services, Inc., and has over fifteen years of successful experience developing and delivering sales training programs for all levels of employees, including executive level, in the senior living industry. He has over twenty years of successfully leading teams of sales managers and representatives in the senior living industry, and over eleven years of experience in the direct selling of medical products and devices to physicians, nurses and other allied health care professionals for a Fortune 100 company.

Michael co-developed the sales training program whose on-line version was an ALFA "Best of the Best" award winner in 2013. He is a nationally published author of *The Business of Caring*. And, he was a National Award of Excellence winner at Bristol Myers-Squibb.

Teaching Methods

Mr. Marlow will lead the interactive training session in a classroom setting, with tables and chairs. He will speak from the front of the room and may utilize Powerpoint during his instruction. Mr. Marlow may provide printed handouts to session participants for informational and note-taking purposes.

The workshop will begin at 10 a.m. There will be a one-hour break from noon - 1 p.m., during which time, lunch will be provided. The workshop will resume at 1 p.m. and conclude at 2 p.m.

Other Notes

- ◆ Registration deadline is Thursday, September 13, 2018.
- ◆ Please advise KSLA of any dietary restrictions on your registration form.
- ◆ Return your completed registration form with payment (check or credit card) to KSLA via:
 - ◊ E-mail: KSLA@KentuckySeniorLiving.org
 - ◊ Mail: Kentucky Senior Living Association (KSLA) - 133 Evergreen Road, Suite 212 - Louisville, KY 40243
 - ◊ Fax: 502.805.0589
- ◆ Questions? Contact KSLA at 502.938.5102



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Driving Directions to 201 Founders Union Building @ University of Louisville's Shelby Campus

From I-65 North

Take the I-264 East (Watterson Expressway) exit. After traveling approximately seven miles, take Exit 20A (Shelbyville Rd. E, US 60/Middletown). Be sure to stay right as you exit. ShelbyHurst Campus is approximately two miles down, at the stop light at Whittington Pkwy.

From I-65 South

Take the I-264 East (Watterson Expressway) exit. Follow the directions above.

From I-64 East

Take Exit 12B (I-264 East/Watterson Expressway). Then take Exit 20A (Shelbyville Rd., US 60/Middletown). Be sure to stay right as you exit. ShelbyHurst Campus is approximately two miles down, at the stop light at Whittington Pkwy.

From I-64 West

Take Exit 15 (Hurstbourne Pkwy., Middletown/Jeffersontown/ShelbyHurst Campus). Turn right onto Hurstbourne Pkwy. Travel approximately two miles to the intersection at Shelbyville Rd. (US 60). Turn left onto Shelbyville Rd. ShelbyHurst Campus is approximately 1/4 mile down, at the stop light at Whittington Pkwy.

I-71 South

Take the I-264 West (Watterson expressway) exit. This is a left turn. Travel approximately two miles, then take the Shelbyville Rd. East exit (US 60/Middletown). ShelbyHurst Campus is approximately two miles down, at the stop light at Whittington Pkwy.

Parking

We offer complimentary parking in Founders Union (Recommended Lot). Parking is available in the lot behind the building. Handicapped accessible spaces are located closest to the building.

GPS Instructions

If you are using a GPS or Google Maps, Mapquest, etc. to locate Founders Union, you will need to search for

University of Louisville ShelbyHurst Campus - 450 N Whittington Pkwy, 40222



Marketing Workshop Registration & Payment Form

Please send this completed form to KSLA, 133 Evergreen Road, Suite 212, Louisville, KY 40243

Or

KSLA@KentuckySeniorLiving.org

KSLA will send you an invoice.

Community Name: _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

Phone: _____ **E-Mail:** _____

Registrant Name	Title	Dietary Restrictions	Mbr Cost	NonMbr Cost
#1 _____	_____	_____	\$60	\$80
#2 _____	_____	_____	\$40	\$80
#3 _____	_____	_____	\$40	\$80
#4 _____	_____	_____	\$40	\$80
#5 _____	_____	_____	\$40	\$80

Payment Option: Check Visa Master Card AmX Discover **Total Due:** _____

Credit Card Number: _____

Expiration Date: _____ **3 Digit Code on Back of Card:** _____

Name on Card: _____

Credit Card Billing Address (if different from above): _____

City: _____ **State:** _____ **Zip:** _____