

# Marketing and Sales Strategies During a Pandemic

## Part 2 of the LeadingAge COVID-19 Sentiment Report Webinar Series

**Date:** November 4, 2020 at 11:00 a.m. (PT) **Price:** \$79 (\$200 for full series)

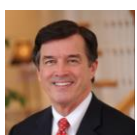
### Session Narrative

Plante Moran Living Forward and Retirement DYNAMICS surveyed more than 23,000 residents and staff at senior independent living communities across the country, along with those communities' prospective residents. While prospects worried about social isolation, shopping, and other daily tasks when living in their own homes, survey results showed only a slight decrease in their likelihood to move into an independent living community as a result of the pandemic. This webinar will build upon results and recommendations from the national survey to offer timely strategic marketing and sales techniques.

### Learning Objectives:

1. Using the results from the national *COVID-19 Sentiment Report: A Survey of Independent Living Desirability & Safety*, learn how to identify the most important and compelling marketing and sales issues at your community.
2. Learn how to ask the right questions at the right time with prospective residents.
3. Learn how to identify the needs of prospective results.
4. Learn techniques and best practices to best relate to prospective residents.

### Presenters:



**Robert Sumner**  
President  
Retirement DYNAMICS



**Laura Houlik**  
Director of Research  
Retirement DYNAMICS



**Shona Schmal**  
Director of Sales & Marketing –  
Corporate Development  
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