



Private Duty Sales Professional

Skills that
BOOST Your
Revenue

April 14 – 15, 2008 • Omni La Mansión • San Antonio

The private duty home care market is **booming** – don't miss getting your piece of the pie with stale marketing and sales approaches. Improve your sales skills at this **one-of-a-kind, hands-on program**, the **ONLY** sales training program designed for the challenges of Private Duty sales and referrals.

You'll learn an innovative – and easy-to-follow – approach to selling your services into new and existing referral sources. And this isn't a "talking heads" conference, you'll have the opportunity for one-on-one interaction and coaching to sharpen your selling skills and develop new methods for connecting with referral sources. See the agenda inside and register today!

The focus of this program is on selling private pay, non-medical home care services. If you are interested in sales training to sell home health to hospitals and physicians, please look for our Home Care Sales Professional program.

This program is designed and led by **two dynamic sales pros** with a combined **35+** years of experience in home care and private duty!



Stephen Tweed,
CSP
CEO of Leading
Home Care



Michael A.
Giudicissi, CHCSP
Sales training
specialist with
Leading Home Care

Sponsors



Leading Home Care
...a Tweed Jeffries company

www.homehealthinteractive.com/pdsales

AGENDA

Monday, April 14, 2008

8:00am – 9:00am | **Registration and continental breakfast**

9:00am – 9:15am | **Welcome and introductions**

9:15am – 10:15am | **Opening General Session**

BUILDING RELATIONSHIPS *with Stephen C. Tweed, CSP*

To kick off this interactive Private Duty sales workshop, Stephen Tweed will discuss in detail a proven process for selling non-medical home care services – “Sitting on the Sofa with the Customer.” Based on research conducted by Leading Home Care, Stephen’s discussion will describe how to fine-tune your sales process to increase the number of referrals that turn into admissions.

10:15am – 10:30am | **Break**

10:30am – 4:00pm | **Interactive Learning Rotations**

Each participant will be assigned to a rotation group. Groups will be limited to 50 participants. During each rotation, the group will spend time with Stephen Tweed and Michael Giudicissi.

Noon – 1:00pm | **Lunch provided**

Rotation 1

Selling Your Uniqueness *with Stephen Tweed*

You will learn the Seven Sources of Competitive Advantage. You will craft a message designed to sell the uniqueness of your agency.

The Seven-Step Home Care Sales Process

with Michael Giudicissi

You will discover the steps in the private duty sales process and identify the types of referral sources to target. You’ll work to craft a specific sales approach for each step in the process for a specific prospective referral source.

4:00pm – 5:00pm | **General Session**

Tracking Sales Performance: The Rep Ratio Form

with Michael Giudicissi

Michael will describe and demonstrate the Sales Rep Ratio Form and discuss how to track sales results. He will describe C-1, C-2, and C-3 customers and P-1, P-2, and P-3 prospects. For homework, you will make a specific list of your Cs and Ps. You will also develop a sample weekly schedule.

Tuesday, April 15, 2008

8:00am – 8:30am | **Continental breakfast**

8:30am – 9:30am | **Opening General Session**

Making the Approach:

Selling Private Duty Home Care *with Michael Giudicissi*

Based on his eBook by the same title, Michael’s presentation will give you detailed step-by-step process for making the approach to referral sources, getting past the gatekeeper, determining needs, and making effective presentations. He’ll explain the “do’s and don’ts” of effective home care sales.

9:30am – 9:45am | **Break**

9:45am – Noon | **Interactive Learning Rotations**

Rotation 2

Relationship Selling & Persuasion Skills

with Stephen Tweed

You will learn about the importance of building long-term relationships and the Five Steps to Persuasion. You’ll use these five steps to craft your own persuasive message for a specific prospect.

Making Powerful Sales Presentations

with Michael Giudicissi

You will learn practical lessons in making more powerful sales presentations, and you will craft a specific presentation for an assigned prospect.

Noon – 1:00pm | **Lunch provided**

1:00pm – 4:00pm | **Rotation 2 Repeated**

4:00pm – 4:30pm | **FINAL EXAM** *(for CPDSP™ candidates only)*

4:30pm - 5:00pm | **Closing General Session**

Putting It All Together

with Stephen Tweed and Michael Giudicissi

Stephen and Michael will debrief the workshop, highlighting significant key learning points, and take your questions. They’ll send you home with a new focus on growing your Private Duty Home Care business through more effective and professional selling.

The Certified
Private Duty Sales
Professional™ —
CPDSP™ Credential

Sales professionals who attend the *Private Duty Sales Professional* workshop will be eligible to complete the requirements for a new certification in our industry.

The Certified Private Duty Sales Professional™ designation recognizes those individuals who have demonstrated proficiency in selling non-medical home care services. See the conference website for more details on the CPDSP™ Credential.

(The Certified Private Duty Sales Professional™ and CPDSP™ are trademarks of Leading Home Care ...a Tweed Jeffries company.)

Registration & Important Information

YES! Sign me up for Private Duty Sales Professional – Skills that Boost Revenue, April 14-15, 2008 in San Antonio.

	Non-subscriber Price	Subscriber Discount Price
Private Duty Sales Professional–Skills that Boost Your Revenue	<input type="checkbox"/> \$1,005	<input type="checkbox"/> \$905

Each participant will receive these exclusive take-home tools:

- Participant Manual of all workshop materials
- Tracking Tools – paper and electronic

Please ENTER your “STP Code” from the mailing panel of this brochure to ensure accurate registration

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____

E-mail: _____

Additional attendee names:

1) _____

2) _____

Payment Options

Credit Card



Card #: _____ Exp. Date: _____

Signature: _____

Bill Me (Payment must be received before conference)

Check: Payable to DecisionHealth – C1050 (TIN 52-2205881), please include above registration form with check.

Mail to: Conference Department, ATTN: C1050
11300 Rockville Pike, Suite 1100
Rockville, MD 20852-3030

or Fax: 301-287-2535

or Call: 866-620-5939 (toll-free)

Questions? Call our Conference Coordinators at 866-620-5939, or e-mail conf@decisionhealth.com.

Hotel Discount

Omni Mansión del Rio
112 College Street
San Antonio, TX 78205
Reservations: 210-518-1000

*For room reservations, contact the hotel directly and mention you are attending the Private Duty Sales Professional conference to take advantage of the discounted rate of \$189 single/double. Don't delay! **This discount rate is only available until March 14, 2008, or until the block is full.** Thereafter, reservations will be taken on a space-and-rate availability basis. Any reservation not guaranteed with a credit card will not be held after 4:00pm on arrival day.

See the conference website for Airline and Rental Car discounts!

Your Presenters

Stephen Tweed, CSP



The CEO of Leading Home Care ...a Tweed Jeffries company, Stephen has spent the past 25 years working with home care companies that want to grow and with home care leaders who want to get ready for the future. He is a frequent speaker at home care conferences and author or co-author of six books.

Michael Giudicissi, CHCSP



Michael is Sales Training and Coaching Specialist with Leading Home Care ...a Tweed Jeffries company. He brings 16 years of sales, sales management, and leadership experience to this workshop.

Prior to joining Leading Home Care, Michael served as Vice President for Business Development of a \$40 million home care company. He is a frequent speaker at home care association conferences and is the author of three books.

Cancellation/Substitution Policy

Transfers/substitutions are permitted at any time. However, for administrative purposes, please notify the Conference Registrar at 866-620-5939 as soon as changes are made. Cancellations must be received in writing by April 2, 2008, in order to receive a full refund. Cancellations made after this time are subject to a \$100 administrative charge. Registrants who do not cancel and do not attend are liable for the full registration fee. Phone cancellations are not accepted.

100% Money-Back Guarantee

If you don't get specific strategies and tips to arm your organization with practical, field-tested techniques to boost your private duty sales, we'll refund your entire registration fee. You can even keep the course materials and your video presentation.

Sponsors

PRIVATE DUTY INSIDER **Leading Home Care**
...a Tweed Jeffries company

Private Duty Insider, Home Health Line and Leading Home Care ...a Tweed Jeffries company, have joined together to provide a unique educational experience for private duty sales representatives that will certify that participants have the knowledge, skill, and perspective to succeed in selling non-medical home care services.

Private Duty Sales Professional

Skills that **BOOST** Your Revenue

April 14 – 15, 2008
Omni La Mansión • San Antonio

11300 Rockville Pike, Suite 1100
Rockville, MD 20852-3030

STP Code

Build Relationships • Boost Referrals

★ GROW YOUR PRIVATE DUTY BUSINESS ★

Improve Persuasion Skills • Close More Sales

Get details at
www.homehealthinteractive.com/pdsales

Or call 866-620-5939

Private Duty Sales Professional

Skills that **BOOST** Your Revenue

April 14 – 15, 2008
Omni La Mansión • San Antonio

The **ONLY** program specifically for sales professionals in the non-medical home health services market.

www.homehealthinteractive.com/pdsales

POP-QUIZ

ARE YOU A CREATIVE SALES PRO?

Which of these referral sources are on your call list right now?

YES	NO	Referral Sources	Points for Y
---	---	Hospitals	Y=2
---	---	Certified home health agencies	Y=2
---	---	Hospice providers	Y=2
---	---	Geriatric care managers	Y=3
---	---	Rehab facilities	Y=5
---	---	Bank trust officers and Elder law attorneys	Y=5
---	---	Assisted living facilities/Retirement communities	Y=5
---	---	Adult day centers	Y=8
---	---	Real estate firms	Y=10
---	---	Funeral homes	Y=10
---	---	Workers' comp case managers	Y=10

SCORING: add up the score for each answer and see how you stack up!

- 0-10** not so creative; you need to stretch your rolodex
- 10-25** you've tipped your toe in the deep waters of referrals; now it's time to jump in!
- 25-50** you are on your way to sales superstardom, you just need to take that one extra step!
- 51-75** ok, so you've got them on your list – what's your close rate?!

Even if you aced this little quiz, there are other challenges in selling private duty – register today!