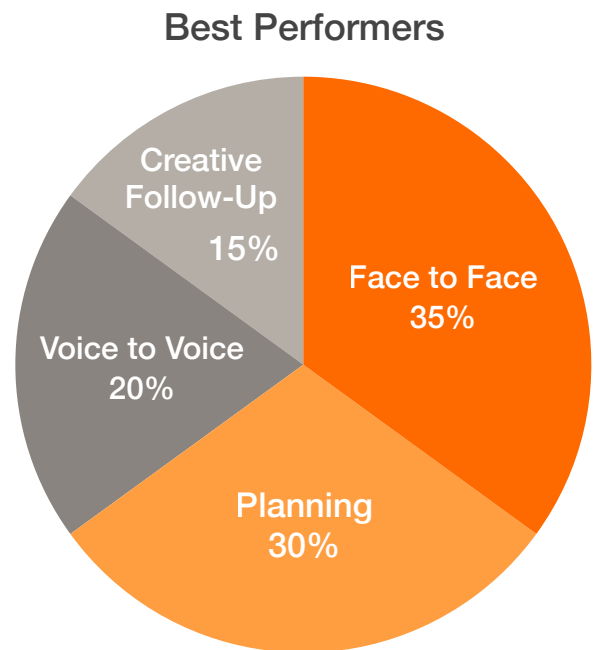


INVEST MORE TIME IN THE “SELLING ZONESM”

It should not be surprising that increasing the amount of time spent in direct sales activity will increase sales production, specifically the number of advances and the number of move-ins. Unlike typical industry CRMs, Sherpa for the first time measures and tracks “Time in the Selling Zone.” This is the time spent: face-to-face, voice-to-voice, planning for meaningful advances and creating personalized follow-up. Time spent doing non-sales activities, like community outreach, PR and move-in coordination, while important for marketing and operations, is not included.

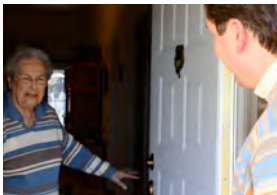
Initial findings from over 500 Sherpa Users indicate that on average it takes about 20 hours in *The Selling ZoneSM* to convert a higher end rental or CCRC prospect from inquiry to move-in and on average about half of that time (10) hours to convert AL prospects.

Of each hour invested in The Selling Zone, initial data shows that the best performers spend a lot more time planning next steps before and doing personalized creative follow up after each sales interaction. Here is the breakdown of average selling hours invested: 35% face-to-face; 30% planning next steps; 20% voice-to-voice; and 15% on personalized creative follow up. Compare typical industry practice where there is little or no planning or personalized follow up and a lot more time invested in call outs.



Sherpa data 2015

Face to Face



The time we spend with a prospect/ influencers face to face, either at the community (“tour”), their homes (Home Visit) or any other location convenient to the prospect.

Voice to Voice



The time we spend directly or indirectly communicating with the prospect/ influencer: by phone, email, mailings. The longer the time we spend in conversation with the prospect/ influencer, the better the result.

Planning



The time we spend as a team or individually planning for the next step that will Advance the sale. We do this by: reviewing the Case Study, finding areas of inquiry, doing research on the internet if applicable, challenging our assumptions, and determining our best next step with the prospect/influencer.

Creative Follow-Up



The time we spend thinking about and then executing on creative ideas to personalize our follow-up.

“Sherpa focuses on sales behaviors needed to achieve higher sales conversions”

processing new inquiries, making as many call outs as possible with an objective of scheduling as many tours as she can. Larry, who has been trained in Prospect-Centered Sellingsm and inspired by Sherpa, invests his time as indicated on the chart above with a lot more planning and creative follow up. Our hypothesis: Larry will get more sales than Sally!

To add some context, suppose that Sally and Larry each invest 10 hours in *The Selling Zone*. Sally’s company and CRM support a transaction-centered approach. As a result she is encouraged or required to spend the majority of her time

Sherpa focuses on relevant sales behaviors needed to achieve higher conversion ratios. For more information check out www.sherpacrm.com