



How One Community Achieved a 30% Increase in Occupancy with This Simple Adjustment

By Susan Saldibar

How often do you find yourself saying, “Easier said than done”? Frankly, that’s what I thought the first time I heard about Sherpa’s revolutionary Prospect-Centered Selling® approach for senior living. Reducing the size of your sales database will lead to a higher occupancy. Really? That sounds like a great way to instill some panic, to be honest.

Who has actually been successful using that equation?

I found out after reading a short article on the Sherpa CRM website a few days ago. (Sherpa is a Senior Housing Forum partner.) The “who” is Reed Davis, Director of Sales and Marketing for Dial Retirement Communities. And, yes, all you skeptics, they are successful. Really successful, in fact. And, it turns out, there are plenty of other success stories as well.

In a nutshell, here’s what Reed did with his team:

- Cut 90% of his lead base, which equated to about 1,200 leads. Wow!
- Put a more concentrated sales effort on smaller base of prospect, using Sherpa’s well defined concepts and tactics.

And, the results were....

- Higher percentage of prospects measurably progressing through the stages of change.
- Increased occupancy by 30%! Another “Wow”!
- A sustainable change in sales culture.

The last point is compelling. Changing culture in any organization, let alone a senior living community, is no small undertaking. It’s interesting how Dial Retirement was able to affect such a change, starting with the sales efforts.

The equation has changed. And so have the results.

There’s much more to this story, so you’ll want to check out the [article and video](#). Reading about concepts that really work by people who have put them to the test is eye-opening, to say the least.

One last thought. I always had it in my sales mind that the more you stuffed into the top of your sales funnel, the more sales would fall out the bottom. I always thought this was a numbers game. And, I suppose it still is. The equation just changed, that’s all. And, oh yes, the results!



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