

The Missouri Alliance for Home Care in partnership with The Association for Home & Hospice Care of North Carolina presents...

Home Health Sales and Marketing Essentials

Webinar & Recording • September 27, 2023 • 10:00 am —2:00 pm CST

This course will be a four-hour session of education specific to home health sales and marketing. The session will be offered in a virtual environment that will make attending easy and convenient! Also, the session will be recorded, and you can share the session with others within your agency for 30 days after the live event.

Fuel your agency's Home Health sales and marketing results with an exciting virtual classroom experience from the experts at SimiTree! Get ready to unlock the new formula for success. Join SimiTree experts Melynda Lee, MBA, MA, Consulting Director, Growth Solutions, and Camala Mueller, RN BSN, Senior Manager, Growth Solutions, for an interactive sales and marketing workshop. This program is ideal for business development representatives and liaisons as an orientation or refresher to sales and marketing operations.

- ◆ Define and illustrate effective referral, territory, and time management.
- ◆ Get to the decision maker every time.
- ◆ Distinguish between features and benefits to develop a compelling sales call.
- ◆ Develop strategic questions to understand and validate the client's needs.
- ◆ Discover and demonstrate how to overcome objections to close the sale.
- ◆ Prepare and role-play a complete sales call.
- ◆ Work smarter, not harder, for referrals.

Presenters: Camala Mueller, RN, BSN, Senior Manager, Growth Solutions & **Melynda Lee**, MBA, MA, Consulting Director, Growth Solutions with SimiTree

Registration Form

Registration fees cover one individual only.

Multiple site participation from individuals within your agency will require separate registration.

If paying by credit card please mail or fax your registration form for security reasons

Company _____

Address _____

Phone _____ Fax _____

Name _____ Email _____

Check Credit Card

Name as it appears on card: _____

CC#: _____ Visa MC Discover Am. Express

Billing Address: _____ City, State, Zip _____

Exp. Date: _____ CVC/CVV (3 or 4 digit code) _____ Signature: _____

HH Sales—W

Registration Fees for Webinar:

3% discount if paying by check

MAHC Members—\$200.00 Check/\$206.00 Credit Card

Non-Members—\$400.00 Check/\$412.00 Credit Card

TOTAL AMOUNT ENCLOSED _____



Mail Registration & Payment to:

Missouri Alliance for HOME CARE

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Jefferson City, MO 65109

Phone: (573) 634-7772 Fax: (573) 634-4374

education@mahcmail.org

Cancellations: There will be NO refunds for any cancellations received September 20, 2023 or after. Cancellations received prior to September 20, 2023 will receive a 90% refund. Cancellations must be received in writing.

Confirmation: Prior to the webinar, you will receive a Zoom confirmation email which will include a join link to access the webinar, a dial-in number and an access code to listen in via telephone. You will also be sent any pertinent handouts if available.

Registration Fees: The registration fee covers one individual. Multiple site participation from individuals within your agency will require separate registration. For example: if your agency has paid for 1 participating registration but 3 people from your agency would like to attend, your agency will need to pay a separate registration fee for all 3 participants. In addition, if your agency has sent in 1 registration but 3 people from your agency register through the Zoom link, your agency will be invoiced the registration fee for the additional 2 registrations. The handouts will be emailed to you to the email address you provide.

Recording: The recording for this webinar will be made available for 30 days following the webinar.

Continuing Education: This webinar is not eligible for Nurse Contact Hours.