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If you are serious about learning the strategies used by successful Owners and Managers, then our Open Courses will deliver exactly that.

Our Care Home Marketing training has been developed by watching hundreds of face to face family meetings and distils the things which actually work to fill beds. We understand that Marketing a Care Home, Nursing Home or Domiciliary Care Agency needs a very unique and ethical approach and we know that although there are many marketing companies out there, very few actually understand how to market in the Care Sector. Numbers are restricted, ensuring everyone receives individual attention.

With our Care Home Training, the biggest difference between our courses and other marketing courses is that ours are developed ONLY for the Care Industry and are solely focused on how to market a care home based on Ethical concepts proven to help fill your beds without compromising fees.

FOR EVERY ADDITIONAL BED YOU FILL AS A RESULT OF THIS COURSE, HOW MANY TIMES OVER WILL THE COURSE HAVE PAID FOR ITSELF?

Our Care Home Marketing Training is aimed at anyone who will need to meet with families and guide them through the complex maze of "Care." Our delegates are typically, DCA/ Home Managers/Owners, Deputies, Nurses, Receptionists, Administrators and Senior Carers and the course aims to give attendees the following:

>> An understanding that effective Sales and Marketing in Care is purely "Relationship Building"

>> A structure for the most effective Family Meeting

>> An in depth look at how to build strong rapport, covering Body Language and Advanced Communication Skills

>> Effective questions to understand a family's needs

>> How to turn those needs into a sale

>> How to discuss money confidently

>> How to overcome objections

>> Effectively dealing with enquiries on the phone

>> The importance of, and how to, ethically keep in touch

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a David Baarton is United Kingdom Author. He is Working in Online Training Marketing. He has applied his knowledge and understanding to a wide variety of a Care Home Marketing and a Care Home Training education development.

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