



Washington Health Care Association is featuring Michael Marlow, a proven sales and marketing expert for long term care, in a virtual workshop focused on selling long term care services and supports during a pandemic. During this workshop, Michael Marlow will dive into the aspects of selling senior living services that easily adapt to the virtual world and ways to achieve selling goals, and objectives for those practices that do not convert into a virtual format as easily. This workshop is designed for any individual on your team that has a role in sales and marketing.

WORKSHOP HIGHLIGHTS

- Selling strategies that have been **PROVEN** (for the past 10 months) to work in a virtual world.
- Ensure that as senior living professionals, we know the facts about COVID-19.
- What pandemics have we experienced prior to the current pandemic?
- Understanding your customers' concerns surrounding the current pandemic.
- How do we turn this pandemic into *our great opportunity* in long term care?

WORKSHOP PRESENTER

Michael Marlow has been involved in the senior living profession for over 28 years, beginning his career at Hillhaven, and has served in various sales training and senior sales management roles with Vencor, Atria, and Brookdale. These roles have ranged from Regional Sales and Marketing Manager to the National Vice President of Sales at Atria. Mike is currently serving as the Marketing and Sales Training Manager at Life Care Services in Des Moines, Iowa. Mike is also a nationally published author and a frequent lecturer at many conferences.

Mike is the author of an ALFA Best of the Best award-winning sales training program. Mike is a proud graduate of the University of Kentucky and Oklahoma State University. He is even more proud of his two children: Bradley, a Physical Therapy Assistant at Beacon Orthopedics in Erlanger, Kentucky, and Jill, is an Occupational Therapist at Skyline Medical Center in Nashville, Tennessee.

SELLING SENIOR LIVING DURING A PANDEMIC AND BEYOND

**February 2, 2021
9 AM to Noon
Virtual Workshop**

**WHCA Member Rate
\$69 PER PERSON**

**Non-WHCA Member Rate
\$138 per person**

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**QUESTIONS?
(800) 562-6170**