



One way to  
earn a great living and,  
for some, become economically  
free within a few years.

An overview of  
The Senior's Choice<sup>®</sup>  
business opportunity.

*The Senior's Choice Overview*





## Introduction

If I could show you a way to earn a great living while helping others, would you be interested? If you're like most people, you're saying "Yes", but with some skepticism. After all, there are a lot of people who claim to be able to make you rich overnight, if you simply buy their product. But I think that if you're willing to read through this report you'll realize that what I am offering is a real way to earn a great living, and much more if you desire. You see, I'm not promising you something for nothing. On the contrary, I'm suggesting that there's an opportunity to start a business, implement a proven, step-by-step system for ensuring success in that business, and work hard for a couple of years. You'll then begin to reap the rewards of your hard work in the form of an income for you and your family that is above and beyond what most people ever dream of or experience.

The business opportunity I am speaking of is that of providing companion care for senior citizens. In essence, it's the opportunity to set up and run, based on a proven system, a company that provides its clients (senior citizens) with honest, trained, professional caregivers to help with the everyday tasks that become more difficult as people age. These tasks include things such as driving, cooking, light housekeeping, laundry, running errands, and providing personal care and companionship. It's a service that is vital to the health and well-being of so many in your local community. This service is in high demand, and currently just a small percentage of the potential clientele are being served by professional caregivers. In addition, it's also a service that promises to have an even greater demand in the foreseeable future because of the aging population. Perhaps more importantly, it's a service that is very emotionally rewarding to everyone involved, and, as you are about to learn, it's also a service that can be very financially rewarding to you, as well.

I'm looking for individuals, perhaps just like you, who are ready and willing to grab hold of this opportunity and run with it. Perhaps if you're reading this it's because we've decided that you may be one of those individuals. The question is, "Are you willing and able to see the opportunity I recognized many years ago and then pursue it?" I've laid out a multi-step process for you to gather the information necessary to evaluate and



make an informed decision about this opportunity. Check us out by reading this report, going through our website ([www.theseniorschoice.com](http://www.theseniorschoice.com)), and studying the additional materials in the information packet that accompanied this report. If what you find here interests you, then please take the next step of scheduling a time to speak with our membership coordinator. You can do this by calling 1-888-725-3655, and asking for Kelly.

Warmly,  
Steve Everhart  
President and Founder



## What Does “Economic Freedom” Mean?

We live in a country where it's very possible to become financially independent or economically free, and yet most people never do. I started my business career over 40 years ago as a CPA and have been self-employed in many entrepreneurial enterprises for most of that time. Having earned financial independence for myself and my family and coaching countless others to do the same, I am uniquely qualified to show you how to accomplish your financial dreams through business ownership. Earning a great living and becoming economically free is something that is attainable, and yet, as we've already mentioned, most people never do.

There are two main reasons why most people never become financially independent. The primary one is that most people never define for themselves what it would mean to be financially independent. They never get really clear about the numbers and steps involved and, consequently, they never set a goal to achieve financial independence. The second reason is that they never seek out and find the opportunities that would allow them to attain financial independence. In other words, there's no plan or vehicle to get them where they're headed. In this report, I'll share with you some ideas that will help you define financial independence, and then I'll share with you one real way to achieve it.

### **The Definition:**

Here is my definition of financial independence:

Financial independence is the ability to afford your current lifestyle without having to work.

In other words, if you were able to wake up every day and know that the bills are already paid, regardless of whether you work or not, you'd feel financially independent.

So my question for you is, “How much money will it take for you to be able to live your current lifestyle without having to work?”



For most people it doesn't take very much. An easy way to determine the amount for you is to look at what your bills are on a monthly basis. While it might vary from person to person, most spend between \$3,000 and \$6,000 per month. After all, the majority of people in the United States earn between \$36,000 and \$72,000 a year. Your number may be higher or lower, but the principle is the same. You want to be able to pay for your lifestyle without having to work. So ask yourself, "What do I spend every month to live my lifestyle?" In fact, write down the total in the space provided below.

\$ \_\_\_\_\_

Now ask yourself, "If I had this amount of money coming in every month, regardless of how much I worked, would I feel financially independent?" For example, if the number you wrote down in the space provided above was \$5,000 ask yourself, "If I had \$5,000 coming in every month, regardless of how much I worked, would I feel financially independent?" You probably would.

So the goal is really quite simple. To be financially independent, you need to replace your current income with "passive" income, money you don't have to work for on a daily basis.

### **One More Note:**

Most of us dream of a lifestyle that includes more than what we currently have. There's nothing wrong with that, unless it becomes an excuse not to set the goal of becoming financially independent. For instance, many people live on \$3,000 per month, but they never set the goal to become financially independent at that level because they don't like their current lifestyle. Worse, they assume that to live the lifestyle they want will require millions of dollars and they wind up giving up in frustration before they ever begin. It is much easier to elevate your lifestyle once you are financially independent with the lifestyle you currently lead. In other words, if you work hard to reach the point at which you have \$3,000 coming in every month, regardless of the amount of work you do, you will find it easier to then work on making sure that \$5,000, \$10,000, or even more is coming in without having to work for it on a daily basis. Regardless of how much you like – or dislike – your current lifestyle, set the goal to become financially independent within the context of your current lifestyle.



## Three Methods

Once you have a goal, you need a plan of action that will get you there. There are three ways to create financial independence (there are actually a few others, but most people can't count on inheriting money or winning the lottery):

### 1

The first way to realize financial independence is by accumulating a nest egg that pays you the desired income. By putting away money each month, you can accumulate enough to provide you the monthly income you need in the form of interest and appreciation on your investment accounts. For instance, if you've determined that you need \$7,500 per month (\$90,000 per year) to be financially independent, and you assume that you can get a 10% return each year on your investments, then you need to accumulate \$900,000 in an investment account.

We certainly recommend that you talk to a good financial advisor and find out from him or her what it will take for you to build financial independence this way (a good financial advisor will also discuss with you many variables that this report is not intended to discuss, such as inflation, life changes, and many other factors that have an impact on your investment plan).

### 2

The second way to create a monthly income without having to work is through developing what is called intellectual property. Put simply, intellectual property is knowledge or some other form of intangible property that you have sold. In most cases, the sale involves an ongoing royalty or percentage of sales. For example, if you write a book from which you receive royalties, then you obviously have an income stream that does not require further work on your part. If that income stream totals the amount you need to support



your lifestyle, then you are financially independent. Many entertainers, inventors, producers, and writers are able live off the proceeds of the intellectual property they have developed and marketed or sold.

Unfortunately, most people who develop intellectual property do not experience long-term income from it because there is a life cycle to most intellectual property. In addition, the vast majority of people are not in a position to develop intellectual property, so it is not usually a plan that is realistic to achieve. We mention it here only because it is certainly a viable way of providing the income necessary to be financially independent.

### 3

The third way of becoming financially independent is the way the vast majority of people who become financially independent do it. They do it by owning their own business. One recent study estimated that 83% of those who are financially independent achieved financial independence through business ownership! In other words, it is possible to start a business and build it to the point that it operates without you. You then own a business that provides for you, the owner, an income that does not require you to work. This method of achieving financial independence represents the biggest opportunity for most people. It's many times the quickest way to financial independence and the only way that ordinary people can do it. We believe that we have one of the best business models to start a business that can create for you not only a great lifestyle, but also financial independence.



# The Big Question is Which Business?

Just starting your own business is not going to create financial independence for you, of course. On the contrary, a great majority of businesses fail. I'm sure you've seen the statistics about business failure.

To make matters worse, of the businesses that survive the first three to five years, the vast majority do not provide financial independence for their owners. In other words, it is possible to run a business that provides an income, but you still have to work in order to generate that income. That's not financial independence; you've simply built yourself a job. Your goal should be to start a business and build it to a point that it runs without you.

So the question to ask yourself is, "Which business would be the most advantageous business for me to start in order to provide financial independence for me and my family?" There are five keys to consider when analyzing a business and its potential to create financial independence for you. They are as follows:

## 1

Do something you love; something you feel positive about. There's an old saying, "If you do something you love you'll never have to work another day in your life." I believe that's true. I also believe that if you do something that is good for you and good for others, you'll feel like you're on a crusade or mission, rather than feeling like you are simply doing a job. You'll achieve financial independence more quickly because you'll work with more energy. After all, it's tough to get yourself to work everyday when it's "just a way to earn money." When you're making a difference in the lives of the people you come in contact with, and you're having fun doing it, your life is a working vacation.



## 2

Pick something that won't break the bank. Far too many people mortgage their life in order to start a business that has a very small return on investment. They invest all their savings; they mortgage the house and spend a huge amount of money (sometimes hundreds of thousands of dollars), hoping for a return which, when analyzed against how much has been invested, is not a very good return considering the risk involved. So our advice is to start a business that does not require a huge capital outlay. There are a lot of great business opportunities, including ours, that require less than \$50,000 to start.

## 3

Start a business that provides on-going services to its clients. What I mean by that is that you want a business that bills its clients for services rendered month-in and month-out (i.e. residual income). Not just a one-shot deal.

One of the challenges that a lot of people have in business is that they're in a business where they make one sale to a person and then they're done with that person. That means that each day they have to find new people to sell. They're constantly trying to develop new business and regenerate their business. It's a lot easier (and more cost effective) to be in a business where, once you have a client, that client pays you a certain amount per month every single month, indefinitely.

## 4

Pick a business that has a high and growing demand for its products or services. It's much easier to sell into a rapidly expanding market.



## 5

Start a business that has some good working models that you can emulate. It's too much work and cost ineffective to build a business from scratch, without the help from others, especially if you don't have to! I know this first hand because I have made that mistake in my early entrepreneurial career. You should associate with someone who has a proven system for promoting and operating your business successfully. And finally, find a mentor who is doing or has done what you want to do and has been successful at it. A mentor is someone who will share information and systems with you without competition or jealousy.

## Now, About This Business

The Senior's Choice® business opportunity, for some, and perhaps you, fits all these criteria, and more. It's an opportunity that I think you should take a look at if you're serious about earning a great income and achieving financial independence for yourself and your family.

Our business provides companion care (non-medical) to seniors. It's a business of providing help around the house for people who are not quite making it in their own, but who are not ready to go to an assisted living facility, nursing home or live with children.

You see, when people age they invariably reach a point where they're not able to do as much as they used to. When they reach that age, they have traditionally had two options. The first option has been to go live with relatives. The only other option has been to go to an assisted-living facility or a nursing home. Both of these options have meant moving out of their home, away from all of their possessions, and many times away from a lifetime of memories. Most seniors are not excited about either option, and, in fact, loss of independence is the greatest fear among the senior population.



In order to avoid the need to move out of their home, many seniors rely on their family members or friends to visit them periodically and help them with the things they are unable to do. This puts a huge burden on most of the families who are trying to care for their elderly relatives. Millions of man-hours are lost to companies in America because of employees who are struggling to take care of elderly relatives. Worse, many families no longer enjoy the relationship they once had with their parents or grandparents. When they visit, it's to work around the house, not to socialize. There's a lot of stress, guilt and resentment among the family members.

None of these scenarios needs to happen anymore, because an opportunity exists for you to be the person who provides caregivers to an ever-increasing number of seniors who need help.

Consider this:

- 1 The Senior's Choice business owners love what they do because it makes such a huge difference in the lives of seniors and their families.
- 2 It's a business that you can start and operate for very little money.
- 3 It's a business that offers on-going services to its clients.
- 4 The current market for the services is huge (just a fraction of potential clients are currently being served by professional caregivers) and the market will be growing dramatically (by the year 2020 it is estimated that 1 in 5 Americans will be senior citizens).
- 5 There is a proven system and mentoring program for starting and operating this business that we have developed and thoroughly tested and refined based on working with hundreds of individuals all around the country since 1999.



## Here's How It Works

If you choose this business you will, in essence, do two things. The first thing your business will do is recruit, hire, and train caregivers for the elderly. These people are generally women who are of middle age or older. They usually have raised their own family and have cared for their own parents or grandparents. They are women who have “an empty nest” and are looking for something to do to help others and the community. They are career homemakers who never viewed their skills as marketable until they heard about your company. The income they earn from you is typically not their top priority; it's the part-time, flexible hours and really feeling good about what they do at the end of the day. That counts most.

You will follow the system we've created for recruiting, screening, and interviewing these caregivers. Background checks will be performed, as well as reference checks. You will then hire these people and have them go through, and pass, a caregiver training course and certification program that we have developed that leads to a Certified Companion Aide (CCA®) designation. The caregiver is then assigned to a client and your job becomes one of managing the relationship. You will keep track of your employees' schedules, you'll check in to see that they are doing their job well, you'll perform employee evaluations, you'll “coach” your employees to improve their abilities, and you'll plan and carry out additional employee training with continuing educational programs which we provide you.

The second thing your business will do is acquire clients. This involves following the marketing and sales plan that we've laid out in our business model. That includes identifying potential clients in your area, generating qualified leads through a variety of marketing methods, setting appointments with each potential client and his/her family, conducting thorough client assessments using the assessment tools we will provide you, proposing a “care plan” for the clients, and then implementing that care plan by matching up the right caregiver (your employee) with the client. We will teach you how to carry out each one of these activities in a way that is easy and successful. The only thing left is to collect the money.



### **The Money:**

When a client engages your services, they will pay a refundable deposit upfront and an hourly fee for each hour the services are rendered. While the hourly fee varies depending on several factors, a good number to base some understanding on is \$18- \$20 per hour. Most of our members charge that or more for their services. From this revenue, 60% of that amount will be spent to pay for the caregiver and all the payroll-related expenses. This leaves about \$8 per hour that flows back to the business after having paid for the expense of the caregiver.

The average client bills between 15 and 20 hours per week or between 60 and 80 hours per month (Some, of course, are much more). This means that the business will realize, conservatively, \$400 per client, per month, after having paid all the payroll expenses to the caregivers. Knowing this number, it is easy to begin calculating the possibilities. For instance, with 10 clients the money flowing to the business is about \$4,000 per month. With 20 clients that amount becomes \$8,000 per month. With 50 clients the amount becomes \$20,000 per month, etc.

From these balances a business owner must subtract all of his or her overhead. While overhead can vary greatly depending on the choices you make, most Senior's Choice members begin with an overhead expense of just a few thousand dollars per month. This assumes that they begin the business from home and they do not employ any office staff besides themselves to begin with.



## Three Ways to Start

If this industry is right for you and you wish to get started, there are three ways of doing it. In some cases you could conceivably start the business on your own, or you could purchase a franchise, or become a member of The Senior's Choice. Let's look at each.

**1) Operate on your own:** The first way of getting into the business is to start and operate this business on your own, without any help. This business does not have a high barrier to entry. Success is predicated on your ability to capture clientele within your community. There's nothing stopping you from simply starting the business. We do, however, recommend against doing this because the costs of start-up would be much greater than if you were to start the business by buying a franchise or by becoming a member of The Senior's Choice. If you doubt this, simply analyze how much money and time you would need to spend to develop all of the resources necessary to run the business – things such as contracts, forms, systems, advertising materials, employee training manuals and materials, etc, not to mention marketing know-how. Those who analyze it seriously usually conclude that it would be prohibitively costly and take a couple of years-worth of time – time that could have been spent earning money had you taken advantage of proven systems. I learned several years ago that in business you simply cannot do it all on your own. Unfortunately, most people only learn this after failing.

**2) Purchase a franchise:** The second way to start this business is to purchase a franchise. In the last several years many franchise opportunities have popped up. Some of them are good, and some of them aren't. They all have the normal benefits and trappings of a franchise. In other words, they all offer a method of operating the business that must be adhered to, a name to do business under, a territory that you must confine your business to, and some training and support from the franchisor. In exchange for all of this you pay a fee to purchase the franchise, additional fees for training additional employees or buying extra territory, and a monthly royalty (around 6% of gross revenues).



I obviously recommend against purchasing a franchise, even though I am typically very much in favor of franchising. In fact, when I set out to take our business national, I planned on franchising it. I decided against doing so, though, because I realized that many of the “benefits” of a traditional franchise model were not benefits in this business. In fact, they were a hindrance or liability.

You see, there are normally five main benefits to a franchise, or five reasons why you would want to buy a franchise.

The first benefit to buying a franchise is that you are given a brand name to do business under. This is a phenomenal thing if you are buying a name that is well known, such as McDonalds. It's worth paying good money for that kind of branding. If you are not buying a well-known and well-branded name, then it can actually be a hindrance. You derive no real benefit from the name and, what's worse, when you own a franchise you are required to operate under the franchise name no matter what happens to it. You do not have the ability to build your own name or identity. If the franchise goes down, you go down with it. That's a heavy risk to take when there is no real benefit realized by the name you've done business as. In this industry there is no branded name. Being locked into a contract that requires you to do business under a specific name is a gamble at best. Lastly, our business offers a very personalized service and owning a “franchise” will not serve you well from a marketing perspective. **And one more thing, when you purchase a franchise you are merely leasing their business for ten years, not building your own.**

The second thing that a franchise offers is a territory or area in which to do business, which is protected from competition from other franchise owners. Many people find comfort in the idea of “owning” a specific area. Unfortunately, it can be a detriment in this business because of the restrictions that are an inherent part of a system that includes defined territories. You see, we live in a society in which families are highly displaced. Parents live in one place and adult children live in many others. Because of this you do not want to be confined to a small territory. You are going to run into people who want you to help their mother, but she lives across town, or farther. Add to that the problem of advertising in a way that only touches your territory and you have a recipe for frustration. You certainly want to make sure that the competition from others who have



the same method of doing business is limited, but in this business you do not want to be confined to a traditional franchise territory. A protected territory though can be a good thing from the standpoint of keeping other franchisees with the same brand out of your area. But make sure the protected area is large enough to allow you to accomplish your financial goals.

The third thing a franchise offers is the opportunity, or many times the requirement, to buy additional products and/or services from the franchisor, at a pre-set or discounted amount. For instance, if you own a McDonalds, you buy buns, burgers, uniforms and much more from McDonald's Corp. It's easy to justify the ongoing royalty you pay when you are receiving these ongoing benefits and opportunities from the franchisor. But that's another reason franchising is not the best way to go in this business. In this business there is nothing more to buy on a monthly basis. Once you know how to run the business, you begin to resent sending a percentage of your revenues to the franchisor. I did not want to be in a business where the people we were doing business with resented us.

The fourth thing the franchise offers is a system for doing business. This is a very important aspect of franchising and something that you definitely want. It's always better to do business based on a successful model. You can get this without buying a franchise though.

The fifth thing a franchise offers, which is also an important benefit, is ongoing support from the franchisor, and other like-minded business owners (other franchisees). Having a network of people you can rely on is very important. But again, this is something you can get without having to buy a franchise.

**3) Join The Senior's Choice: After looking at each one of these factors, we decided that franchising our business was not the way that we wanted to go. We innovated, in 1999, an alternative format and refer to it as a "membership." You, the business owner, own your own business that we help you build by giving you a lot of "choices" the traditional franchises do not.**

Here are the top 5 reasons why our membership structure is superior to the traditional franchises:



1. **Royalty Free:** We don't penalize your success. Rather, we charge you a flat fee of \$500.00 a month and give you value far in excess of that each and every month. In fact, the insurance and scheduling software savings alone exceed your monthly dues.
2. **Large Protected Territories:** We offer you the opportunity to limit the number of members in any area to just one, namely you. The territory we offer is twice the size of the typical franchise and does not limit you necessarily to that area.
3. **No Long-Term Financial Commitment:** While we are obligated to you for 5 years, your obligation to us is month-to-month.
4. **Scheduling Software:** We provide you with software that really works and gives you a competitive edge in operating your business, at only a nominal cost to you.
5. **It's Your Business:** You operate under your own name with an affiliation with The Senior's Choice. It's really your business and you're not just leasing ours for 10 years like you are with a franchise.

### *Our Guarantee to You*

We are so confident that your expectations of us will be far exceeded and that choosing The Senior's Choice over our competitors is the right choice, that we are making you the following offer\*:

If, within 30 days after you attend your initial training seminar with us, you decide that we did not deliver on our promise to give you the tools and resources you need to build your own senior companion care company and you feel you should have joined a franchise instead, just notify us of this in writing and we will refund your entire initial membership fee. The only condition is that you, in fact, join a senior care franchise and furnish us with the appropriate documentation. We will promptly refund your initial member fee within five business days from the date you furnish us with the required documentation.

We are also confident that none of our franchise competitors will offer you the same guarantee and put it in writing. If they do, take them up on it.

*\*This refund offer is not applicable for any sale facilitated by a franchise broker/consulting network including but not limited to: FranChoice, Frannet, The Entrepreneur's Source, Match Point and The Franchise Brokers Authority.*



## What We Offer

At The Senior's Choice, we offer a system for starting, building, and operating a successful senior care business. The second thing we offer is a membership in a national organization of companion care companies that you belong to on a voluntary basis. This organization provides ongoing services to its members that help them conduct business more successfully and with a competitive advantage. Let's explore each.

### **The System:**

We offer an educational package that gives you all the tools and resources you need to promote and operate your business in the most profitable way. The package includes a home study course that is a very high-quality, video-based training course (45 segments, each 20 to 60 minutes long – total run time of over 35 hours), a comprehensive training and operations manual, a four-day “live” training course, and unlimited, one-on-one telephone coaching. Some of the topics included are:

### **How to Set Up and Start the Business**

- An understanding of the business, the industry, and the marketplace
- How to select a form of doing business
- Knowing your clients – Issues Facing Seniors
- How to obtain the licenses
- How to make sure you are properly insured
- How to set up your office
- How to set up your filing systems
- A way to forecast revenues and do cash-flow analysis

### **How to Recruit, Hire and Train Caregivers**

- An understanding of the ideal profile for a caregiver
- Where to find caregivers to recruit
- How to recruit caregivers
- Scripts for screening prospective caregivers
- An employment application
- How to set up and conduct successful interviews
- How to conduct reference checks
- How to conduct background checks
- How to



- set up payroll • How to conduct caregiver training • How to be an effective manager
- Ways to conduct employee reviews • Tips for coaching employees

### **How to Identify Potential Clients and Understand the Sales Process**

- An understanding of the ideal profile for a client • Powerful marketing techniques
- Inbound and outbound call scripts • How to conduct a client assessment interview
- How to propose a basic client care plan • How to assign a caregiver to the client
- How get signed contracts and deposits

### **How to Model the Best Practices of Our Top Member Businesses**

- How to set and maintain standards of service excellence • The impact of having a standard for minimum daily activity • The importance of measuring, tracking and reporting • The importance of attitude and “state” management • How to manage mental and emotional states • How to create psychological “anchors” • How to set up the office in the most productive way • How to control mental focus • How to alter habitual language patterns • How to create drive and motivation • Why people buy • The power of goals • The four steps to setting effective goals • How to reinforce goals • How to alter personal beliefs for the positive • How to eliminate excuses • How to duplicate the beliefs of the best • Time management skills • The four necessary tools for effective time management • How to be proactive rather than reactive

### **How to Generate Leads**

- How to identify ideal clients • How to pre-qualify leads • How to set up an electronic contact management system • Where to find leads and lists of contacts
- Canvassing and warm-calling skills • How to build a top-of-mind identity with clients • How to choose or develop unique selling propositions • How to set up and use a website • How to get press releases and articles published • How to use direct mail to build image and identity • How to create multiple sources of leads • How to look for non-traditional sources of leads • How to develop and use strategic relationships • How to get an abundance of referrals • How to set up a leads group • How



and where to network effectively • The importance of creating a system for each lead generation method • How to create and use flow charts • How to plan, predict, and forecast sales • How to test new sales approaches • How to develop a complete marketing plan • How to measure and track effectiveness

### **How to Set Appointments**

- An understanding of 3 to 4 call sales processes • How to build rapport quickly
- How to quickly create interest • How to craft attention-grabbing statements • How to create energy while marketing • An understanding of the purpose of the telephone
- How to work through gate-keepers • How to get through voice mail • How to use email effectively • Keys to creating outstanding telephone scripts • All about territory and schedule management • How to minimize or eliminate canceled appointments • How to target the biggest and best clients within a territory • How to serve existing clients while still spending time prospecting • What to send prior to an appointment • How to get a schedule filled for you • How to replace each appointment before leaving it • How and when to set follow-up appointments • How to hire and train good sales assistants • How to use speaking engagements and seminars to fill your schedule

### **How to Assess a Client's Situation**

- What leverage is, how to find it and how to use it • How to establish a bond with your clients • How to truly care for clients • How to find out more about each client
- About the law of reciprocity and how to use it with clients • How to communicate using your client's communication style • The relationship between logic and emotion • About risk reversal • The importance of pain and pleasure
- How to ask effective questions • The difference between information-gathering and emotion-accessing questions • How to find the decision maker • How to assess a client's financial capabilities • How to create and use a standard list of sales questions
- How to get the opportunity to ask great sales questions • How to elicit a client's values and beliefs



## **How to Propose a Care Plan**

- How to create compelling presentations
- About the law of contrast and how to use it effectively
- The power of social proof
- About commitment and consistency and its effects on a client
- The importance of selling benefits
- How to identify the benefits to a client our service
- The power of test closing
- How to use opening test closes
- How to use progressive test closes
- How to ensure that your presentation is a conversation
- How to put together and use written proposals where necessary
- How to present to groups
- About public speaking skills
- How to make the most out of speaking opportunities

## **How to Seal the Deal**

- How to handle objections
- How to eliminate objections before they ever come up
- How and when to close the sale
- All about buying signals
- How to transition to a close
- The power of assumptive closes
- How to use alternate choice closes
- How to ensure great client follow-up
- Ways to stay in touch with clients
- Ways to increase client satisfaction
- How to get more referrals
- How to truly master the art of influence

Along with the training you receive a business set-up kit that includes:

- Operating Systems manuals which include the tools, forms and instructions for the daily processes for each staff position in your business including Strategic Planning, CEO, Staff Coordination, Administration, Marketing and Caregiver duties
- Business Policies & Procedures Manual describing step by step procedures for a range of business practices including Organization & Administration, Scope of Services, Service Delivery & Client Care, Human Resources, Health & Safety, Financial Management, Continuous Quality Management & Risk Assessment
- Employee handbook: All policies, procedures, and legal documents necessary to successfully manage employees
- Caregiver training: Includes a six-hour Initial Caregiver Training course and our proprietary CCA<sup>®</sup> (Certified Companion Aide<sup>®</sup>) and CHCA<sup>®</sup> (Certified Hospice Companion Aide<sup>®</sup>) training programs.
- Advertising templates: Print, Direct Mail, Press Releases, Articles, and MORE!



## **The Membership:**

The second thing we offer is a membership in an organization of senior care companies called The Senior's Choice. In exchange for small monthly dues, you receive tremendous benefits, including:

- **Unlimited telephone coaching:** Questions can be answered, challenges can be overcome, and focus can be enhanced by simply calling or emailing your experienced business coach or any of our executive team. This coaching continues throughout the life of your membership and includes topics such as financial and operational benchmarking, strategic planning for growth goals and more.
- **Low-cost liability insurance:** Because of group bargaining power, our members are able to buy extensive coverage for significantly less than it would cost a non-member to buy comparable coverage.
- **Scheduling software for a nominal fee:** Again our group bargaining power provides our members the industry-leading software at tremendous savings. This software allows you to schedule your client/caregiver visits and includes electronic timekeeping for employee accountability and easy payroll and invoicing processes.
- **Ability to customize our members-only Senior's Choice Website template** so you'll have a great web presence without the time and expense of developing one on your own.
- **Networking with other Senior's Choice business owners** at National and Regional Conventions, Training Seminars, monthly teleconferences, our Members Only Discussion Board, and more, allow you to connect with a great group of like-minded fellow business owners.
- **Newsletters (Quarterly for your caregivers and clients).**
- **Updates on system changes:** As the market, the society, and the laws change, we will keep our system of operations up to date. Members receive all updates.



- Access to all training events for you and your staff: As you hire people to help you run the business, you can send them to our training events. You may even choose to re-attend training events yourself any time we offer them.
- A guarantee of non-competition - we will not sell our system to anyone in your area, or accept any other members in your area.

We thank you for taking the time to read more about us and we welcome the opportunity to help you accomplish your financial dreams. We hope The Senior's Choice is your "partner" of choice.

