

# Incorporating Masterpiece Living into Marketing Scenarios

## Instructions:

1. Divide attendees into three groups.
2. Determine who will play the prospective resident(s) and who will play the sales counselor.
3. Each group will have 10 minutes to review their scenario, develop their interactions, incorporate Masterpiece Living and/or your successful aging culture into their marketing messages and rehearse.
4. Each group will have 10 minutes to perform in front of all groups.
5. Break a leg!

## Scenario One:

Kathryn Kettelbach is an 81-year-old widow living in a big house with yard, pool, etc. The upkeep of the house and surroundings have become too much for her. It has kept her from pursuing interests, events, travels, etc. She is also very worried about hurricanes (or other natural disasters such as earthquakes or wildfires). Since her husband passed away six years ago, her circle of friends has become smaller and smaller.

## Scenario Two:

Mani and Amita Juvvalapalem are 84 and 79 years old, respectively. For quite some time, Mani has been experiencing suspected dementia issues, and Amita feels she can't leave him alone anymore. Some of her friends seem to avoid them because of some of Mani's behavior. She feels they are becoming isolated. Their two children are married and live overseas, and Amita wants to make sure that they don't have to worry about their parents' well-being.

## Scenario Three:

Harry Jones is a 75-year-old single man. He's had quite a few heart problems in the past, resulting in numerous bypass operations. He is concerned living by himself and worries about not getting help when he needs it, should another health crisis occur.

## Possible Objections/Obstacles to "Closing the Deal":

Incorporate at least one of these into your discussion.

- I'm not ready yet.
- I can't afford it.
- I don't like to see wheelchairs, walkers, etc.
- Moving is too much stress.
- Campus is large, too much walking.
- I don't want to give up my lifestyle.
- I don't want to be around old people.