



# MPL Core Experience

## MPL Everyday: Sales and Marketing

### Facilitator Guide

**Time Required:** 46 minutes

#### Attendees:

- Sales and Marketing Team Members

#### Before You Begin:

- Set a time to conduct this training for all department team members. Ideally, all team members within a department would participate together.
- Customize the invitation template and send an invite to attendees from department leader.
- Print and attach the pre-work to the invitation. It includes instructions on how to explore the Sales and Marketing Toolkit at [www.mymasterpieceliving.com](http://www.mymasterpieceliving.com)
- Instructions for Facilitator:
  - Community/organization is used throughout to be inclusive of all partners, both senior living communities and non-residential partner organizations. Choose the language that fits best for you.
  - Resident/Member is used throughout to be inclusive of all partners, both senior living communities and non-residential partner organizations. Choose the language that best fits the individuals you support.
  - Non-residential organizations: alternate language is provided in parenthesis where appropriate.
  - Instructions in [brackets] are not meant to be read, but are a note to the facilitator.
  - Words in (parenthesis) prompt you to customize the content.
  - Paragraphs in italics are speaking points.

#### Materials Needed:

- White board or flip chart
- Markers for white board or flip chart
- Handout packet for each participant
- Customized certificate of completion for each participant

#### Room Setup:

- Healthy snacks
- Sparkling juice to celebrate



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### Objective:

To apply Successful Aging and Masterpiece Living concepts to our roles within the community/organization and to identify what that looks like in action in our day-to-day functions.

### MPL Everyday: Sales and Marketing Resources Agenda

1. Welcome and Introductions
2. Why are we here?
3. Celebrate!
4. Definition of Role
5. Sales and Marketing Resources Engagement #1: Language
6. Sales and Marketing Engagement #2: Culture
7. Sales and Marketing Engagement #3: Raising the Bar
8. Sales and Marketing Engagement #4: MPL Reviews
9. Sales and Marketing Engagement #5: Data Delve
10. Sales and Marketing Engagement #6: Toolkit
11. Commitment to Successful Aging

### Masterpiece Living

Mission:

To change the *experience* and *perception* of aging.

Vision:

A society in which aging means *growth, engagement, vitality* and *purpose*.



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#### Welcome & Introductions (2 minutes)

Welcome to MPL Everyday for Sales and Marketing. This is the final session of the Masterpiece Living Core Experience certification. Thank you for being here. **(Facilitator: add your own introduction and welcome message.)**

Let's get started by discussing what we will learn today. **[Facilitator: read through agenda.]**

#### Why Are We Here? (1 minute)

This organization has made a commitment to enhance the lives of the people working and living here (**non-residential organization: people who come into contact with and are a part of our organization**) through a partnership with Masterpiece Living. You are all here today because you play an important role in this commitment, without you, we won't be able to be successful.

The purpose of this session is to both define the role of Sales and Marketing in a successful aging environment and to put it into action. Each resident/member, team member and visitor represents a piece of the successful aging puzzle and we're here today to discover how we fit into that puzzle.

First, let's celebrate!

#### Celebration (2 minutes)

**[Facilitator: Pass out sparkling juice.]** Congratulations on all of your hard work and thank you for what you do. You play a significant role in the culture here at (**organization name**). You've all done great work and we applaud you for your efforts.

Let's take a moment to celebrate some of the specific accomplishments of the past year. Feel free to walk up and write on the board. **[Facilitator: Encourage participants to share accomplishments.]**

Wow! Look at all we've done and accomplished. Kudos to this team. Our partnership with Masterpiece Living will support us in raising the bar and in creating an environment that is most likely to result in a successful aging journey for the individuals that live, work and visit our community/organization. MPL provides tools and resources that will support us in identifying specific goals to strive for and in tracking progress over time.



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#### Definition of Role (1 minute)

*Sales and Marketing plays a significant role in supporting the successful aging of the team members at (**organization name**). Everyone here has a job, things we do on a daily basis, but our role is to support successful aging. Specifically, we will:*

- *Support the champion team (the core group of people leading the Masterpiece Living initiative) in creating an environment of successful aging that is focused on leadership, culture, outreach, resident/member engagement, team member engagement and purposeful programming.*
- *Message successful aging to prospects.*
- *“Talk the talk” by using successful aging language and sharing our successful aging values.*
- *“Walk the talk” by modeling positive lifestyle choices.*
- *View policies and procedures through the lens of successful aging.*
- *Promote successful aging education at (**organization name**).*
- *Support residents/members and team members in The MPL Review process through encouragement and sharing the value of the entire process.*
- *When appropriate, encourage growth through coaching conversations.*
- *Encourage family involvement.*
- *Set the expectation that new residents will contribute to the culture by sharing their talents, skills and interests.*
- *Support the successful aging journeys of the individuals of the organization.*

#### [Facilitator: Take 2 minutes to discuss the following questions:

- **What does support of a successful aging journey look like?**
- **How might the successful aging journey of a team member positively impact the residents/members of your organization?**
- **How can you support the successful aging of prospects?]**



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#### **Sales and Marketing Engagement #1: Language (5 minutes)**

*What image does the word facility bring to mind? Would you want to move into a facility? There are many powerful images associated with words that are common in the aging field. Language is a reflection of the thoughts, attitudes and beliefs of the individuals within our organization. Let's take the opportunity to examine the language used within our department. First, let's turn to page 2 of the handout packets. This is an example of the language lexicon that MPL partner community, Clermont Park came up with. Do the words we use in this department describe the environment here?*

**[Facilitator:**

- **Have participants read through the Clermont Park Language Lexicon on page 2.**
- **As a group, create a list of words commonly used in your department, especially those that may sound institutional.**
- **Determine counter-words that reflect a successful aging environment.**
- **Write the examples on the white board.**
- **Instruct participants to copy the list onto page 3 of the handout packet.**

**Determine changes your team will make immediately and how you will both communicate that to other team members and residents/members and how you will hold each other accountable.]**

*Wrap up: This community/organization has made a commitment to successful aging through its partnership with Masterpiece Living. This exercise supports our department in determining language that will reflect an environment of successful aging. Our language will continue to evolve with our organization's culture. Let's set a date to reevaluate language within our organization.*

**[Facilitator: Set an annual date and mark on your calendar.]**



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#### **Sales and Marketing Engagement #2: Culture (6 minutes)**

*Enhancing cultures is at the heart of everything Masterpiece Living does—it's the foundation for a successful aging environment. But what is culture? It's hard to define. Just as the fish doesn't know it's wet, the longer we've been immersed in a particular culture, the more it becomes like the air we breathe – invisible and difficult to describe. With this in mind, let's step back for a moment and consider what we mean when we talk about culture.*

*Beliefs are subtle influencers of culture. How? Our beliefs impact others as we interact and converse. So, what we believe matters. If we share a positive outlook on aging as we work with older adults, we will positively impact them by believing what's possible and encouraging them to believe in what's possible for themselves.*

*As we continue to enhance our culture, it will be important to view all we do through the lens of growth and potential. Do the policies, procedures and practices of our organization support the successful aging older adults? Are we doing the things we do because they support the successful aging of older adults or because that's the way we've always done them?*

**[Facilitator: Have participants read the article on page 4 of the handout packet. Take 3 minutes to discuss the following questions:]**

*How can we showcase the successful aging culture at (**organization name**)? How can we ensure that each person we interact with at (**organization name**) feels valued and included? How can we contribute to a culture of successful aging?*

*Wrap up: The successful aging research tells us that growth is possible at any age. By viewing all that we do through the lens of successful aging we will warm the soil for team members and older adults to be to be part of an inclusive, welcoming culture where every person is valued and empowered be all they can be.*



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#### **Sales and Marketing Engagement #3: Raising the Bar (6 minutes)**

*A successful aging environment supports all individuals, so as a sales and marketing team member you are an important part of the culture at (**organization name**). How can you continue to raise the bar by building relationships with other team members, residents/member and families? How can you continue to raise the bar by sharing your time and talents?*

**[Facilitator:**

- **Read a through a few of the examples of “Raising the Bar” on page 5 of the handout packet.**
- **Divide your team into three groups and assign each group one item listed below.**
- **Have the groups spend 3 minutes brainstorming ideas on how your department can raise the bar to enhance everyday practices.]**

1. *Giving a tour.*
2. *Creating an advertisement/collateral.*
3. *Planning an event for prospects*

**[Facilitator: Give the groups 2-3 minutes to share responses.]**

*Wrap up: A successful aging culture is constantly evolving to reflect the interests and needs of its individuals and to focus on growth. We’ll continue to determine where we’re at and how we can raise the bar throughout our partnership with Masterpiece Living.*



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#### Sales and Marketing Engagement #4: Masterpiece Living Reviews (6 minutes)

**[Facilitator: Give participants time to read about the MPL Reviews and Master Practices on pages 6 and 7 of the handout packet. Discuss how your department might support the completion of the MPL Review Process.]**

*Wrap Up: Your job at (**organization name**) is to work as a member of the Sales and Marketing team. Your role is to continue to support the successful aging of residents/members and prospects. One of the ways you can do that is to use these ideas to support the residents/members in completing the MPL Reviews.*

#### Sales and Marketing Engagement #5: Data Delve (6 minutes)

*Why Masterpiece Living? Remember the second why--Masterpiece Living benefits the community/organization and the greater community. One of the benefits to communities/organizations is the Masterpiece Living Portrait, a report that combines all results from the Masterpiece Living Reviews. The MPL Portrait includes graphs that display a variety of measurements from the Lifestyle Review.*

**[Facilitator: Have participants read page 8 of the handout packet. As a group, brainstorm how team members in your department use the measures from the Masterpiece Portrait to educate prospects? How do these measures differentiate your organization from others? ]**

*Wrap up: Fruit and vegetable consumption and worry about the state of the world are just two of the many measurements (**organization name**) will receive as part of the Masterpiece Portrait. It will also provide us with measurements in the areas of physical health, spiritual fulfillment, intellectual challenge and social engagement. As we move forward, our department will be encouraged to support residents/members, prospects and team members in working toward data driven goals. This will be part of your role within the organization.*



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#### **Sales and Marketing Engagement #6: Sales and Marketing Toolkit (6 minutes)**

*Masterpiece Living has several tools and resources specifically designed to support Sales and Marketing departments. You were asked to explore the Masterpiece Living website prior to attending this session.*

**[Facilitator: As a group, discuss how your team might best leverage the tools and resources available on the Masterpiece Living website.]**

#### **Examples of Tools and Resources in the Toolkit**

Sample MPL Handout for Tours	Master Practices: Sales and Marketing
Discover What's Possible – Bi-fold Brochure	Your Aging Journey (JPG)
Walk to Wellness Media Release Template	Website MPL Description Examples
Video and Photo Release Form	The Masterpiece Living Marketing Advantage
Sample Marketing Scripts	Media Release Guidelines
Masterpiece Living Logo Guidelines	Marketing Elevator Speech Examples
Debut Announcement Media Release Template	Case Study Media Release Template
Marketing Messages from the Research on Aging	

#### **Thank You and Call to Action (3 minutes)**

*Thank you for attending the MPL Everyday session. Again, I would like to thank the team members of this department for all your hard work.*

*Today, you will determine your own call to action. What is one action you can take today to support the successful aging or residents/members? How can you contribute the successful aging culture here at (**organization name**)? Take a moment to fill out page 9 of your handout packet.*

**[Facilitator: Give participants 1-2 minutes to commit their action steps to paper. Have each participant share his/her commitment with the group before the end of the session.]**



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*I look forward to this journey of successful aging that we as team members will take side-by-side with our residents/members, their families and guests and would like to congratulate you for completing the Masterpiece Living Core Experience. As team members of this organization we have a significant impact on those around us.*

*As you fill out the evaluation forms, I will hand out the certificates of completion. Please leave your evaluation forms (**determine a location**) before leaving.*

**[Facilitator: Hand out certificate of completion.]**

**[Facilitator: Collect evaluation forms. Participants keep their handouts.]**

*Thank you for your attendance. Go forth and realize your potential Every Day!*

**[Facilitator: Be prepared to bring the department language lexicon, action items, evaluation forms and any comments, questions or feedback to the leadership debrief session.]**