Utilizing the healthy longevity training

The articles listed and linked in this document can be used for new sales and marketing team members as well as continued education for the team. They are listed with an article summary and in a recommended order as the information in each article will support the next. For each article there is a list of questions for team discussion and understanding as well as potential questions to ask prospects based on the information in the article. **Clicking on the article titles will link to the article and they are listed in the Healthy Longevity Training section of the Sales and Marketing Resources.**

The suggested process is to have the team read a given article on their own and take 15 minutes of the weekly or monthly meeting to discuss the concepts and role play with the prospect questions. This will provide an opportunity to learn from one another as well as ensure the team is using the same approach. **The questions are listed below and at the bottom of each article so team members can prepare ahead of time for the discussion.**

# [An Interview with Dr. Roger](https://mymasterpieceliving.com/resource/1-an-interview-with-dr-roger/)

This article is a series of questions answered by Dr. Roger Landry. The article reviews Masterpiece’s mission, the six areas of focus on healthy longevity and the meaning of supported autonomy. It outlines the preferences of older adults and its evolution for senior living. It highlights the common barriers communities face working with older adults and the small steps communities can take to reach older adults and make senior living more attractive to prospects.

**Discussion Questions:**

1. How would you communicate Dr. Roger’s approach of building on the foundation of care with a university-like approach?
2. What do you do to let prospects know they are in the “driver’s seat”?
3. How do you explain the research on aging and the holistic approach to wellbeing?
4. How do you create a personal touch when relating the benefits of the community?
5. If you were the prospect, what would you want?
6. Explain the difference between supported autonomy and the cruise ship approach.
7. How would you describe supported autonomy as it relates to healthy longevity and wellbeing?
8. Give an example of how you would address resistance to change and technology.

# **Sample questions for sales team members to use with prospects:**

1. We treat this community like a university, where the focus is growth and learning. What would you be interested in learning or teaching?
2. Every person is unique. What do you want for this chapter in your life?
3. What does “home” mean to you?
4. We are a community within a greater community. How would you like to use your expertise and knowledge to support others?

# [The Tao of Lifestyle Growth Part One: Kaizen](https://mymasterpieceliving.com/resource/2-the-tao-of-lifesyle-growth-part-one-kaizen/)

This article discusses the importance of using small steps while creating durable lifestyle change. The kaizen approach is a proven and effective path to healthy lifestyle change. Dr. Roger Landry examines how this method is the first principle organizations can use to support individuals on their personalized journey of healthy longevity and compress morbidity.

# **Discussion Questions:**

1. The first step in making a commitment is usually the most difficult. What can you share to assure the prospect they will be supported in their endeavors?
2. Describe kaizen and its value in individual growth.
3. How can you embrace the kaizen approach in the sales and move-in process?
4. What will you do to share the concept of accountability in taking growth steps?

# **Sample questions for sales team to use with prospects:**

1. If you choose to move to a community, what is one thing you would like to accomplish or learn? What is one small step to make that happen?
2. What are you still curious about when thinking about living in a community setting?
3. What resources do you need to support you in your decision-making process?
4. How can I support you in these areas?

# [The Tao of Lifestyle Growth Part Two: Artful Listening](https://mymasterpieceliving.com/resource/3-the-tao-of-lifestyle-growth-part-two-artful-listening/)

Danielle Palli shares how to assist others to use kaizen to make durable, healthy changes and ensure residents and team members feel supported. This article showcases artful listening and how it is a crucial component to a successful organization from the top down. Through artful listening leaders can learn about the passions, interests, and human capital of team members and residents. Artful listening is a vital step to truly understand individuals and this article gives four tips to improve listening skills.

# **Discussion Questions:**

1. What do you do to ensure you are focusing on the prospect and listening with the intent to understand?
2. How do you silence your mental chatter? (i.e., thinking about what you have to do next on your to-do list, thinking about lunch or what you need to do when you get home tonight, etc.)
3. What stood out most to you after reading this article?
4. How can you improve your listening skills?

# **Sample questions for the sales team to use with prospects:**

1. What do you want most for yourself at this time in your life?
2. What puts a smile on your face? OR What gets you out of the bed in the morning?
3. If you could share a skill or knowledge with the younger generation, what would it be?
4. What is your favorite hobby (past or present)?
5. How would you like to enhance your social connections?

# [The Tao of Lifestyle Growth Part Three: Powerful Communication](https://mymasterpieceliving.com/resource/4-the-tao-of-lifestyle-growth-part-three-powerful-communication/)

This article discusses communication skills in the coaching process, including how to ask powerful questions and be mindful of nonverbal cues. According to Amanda Baushke, “Powerful communication is the ﬁrst step in empowering the older adults you serve to lead growth-focused and purpose-ﬁlled lives.”

# **Discussion Questions:**

1. What is one positive way you can “fill a bucket” when you interact with a prospect, resident or team member?
2. What are the powerful questions you use in the sales process that have helped you better understand the individual?
3. What’s an example of non-verbal communication that you’ve seen when you were talking to a resident or prospect?
4. How do you address/respond to the non-verbal communication you observe?

# **Sample questions for the sales team to use with prospects:**

1. What is one thing that sparked your interest during the tour?
   1. Great, tell me more about what you just shared.
2. What would you like to continue doing or start doing when you move into the community?
3. What is it about moving to a community that’s important to you?
4. Tell me more about what brought you here today.

**Optional Exercise**: One of the most important parts of powerful questions is the powerful listening that comes before the question. Consider practicing conversation prompts followed by powerful questions that relate to what you learned from listening. (For practice purposes consider prompts such as, “Who has been a powerful mentor in your life?” or “What’s the most beautiful sight you’ve ever seen?”)

# [The Tao of Lifestyle Growth Part Four: Engagement](https://mymasterpieceliving.com/resource/5-the-tao-of-lifestyle-growth-part-four-engagement/)

The last article in the Tao series focuses on engagement as it relates to powerful communication, and the importance of “mattering.” Meaningful engagement isn’t just about showing up, it’s knowing that you matter, you would be missed, and that you are valuable to the community. Kai Hillberry gives suggestions to create an environment that focuses on mattering using the skills in the previous Tao articles; kaizen, artful listening and asking powerful questions.

# **Discussion Questions:**

1. How would you encourage a prospect to investigate programs or classes of interest?
2. What does “mattering” look like at your community?
3. After reading more about engagement, what ideas do you have to enhance conversations we have with prospects and residents?
4. What is your biggest takeaway from the Tao of Lifestyle Growth series?
5. What is one tip you are going to use this week to continue to grow your communication with prospects?

# **Sample questions for the sales team to use with prospects:**

1. What is important to you?
2. What makes that important to you?
3. What skills and talents would you like to share?
4. What is something you have wanted to learn but maybe didn’t have the time to focus on?
5. How would you like to be involved with the community to continue to make it better?
6. Our community believes in your growth and wants to support all prospects in being a part of and contributing to the community. What would that look like for you?

# [How Your Community Can Break Through the “I’m not ready yet” Barrier.](https://mymasterpieceliving.com/resource/6-how-your-community-can-break-through-the-im-not-ready-yet-barrier/)

This short article sparks the conversation about the challenge of a prospect saying “I am not ready yet” about moving into the community. It revisits the critical concept of focusing on what is important to the individual by using coaching skills and not what the community can do for the resident. Dr. Roger Landry gives a reminder that a one-size-fits-all model is not attractive and doesn’t encourage supported autonomy.

# **Discussion Questions:**

1. What techniques do you use to ensure the prospect that their values are heard, and they are in control?
2. Give an example on how you addressed a prospect’s concerns regarding choices and individual preferences?
3. What questions would you ask to let the prospect know that individuality is enhanced and celebrated at the community?
4. People will often say, “I’ll think about it,” when delaying a decision. What would you do to encourage the prospect to share those concerns with you?
5. How would you explain how the community will meet the prospect at their own pace and encourage and inspire outreach in interests and programs for an improved quality of life?

# **Sample questions for sales team members to use with prospects:**

1. Research shows that 70% of how an individual ages is based on day-to-day lifestyle choices. What’s important to you about your lifestyle?

2. This community encourages every resident to be an active resource and utilize the resources available to them. How would you like to be an active member here? What are you passionate about?

3. Today’s older adults are defying the negative stereotype of aging. What is your perception of getting older?