

The Art of Selling Retirement Living

A purpose-built, hands on sales training program for the retirement living industry.

Bloomers is a unique, purpose-built two-day training program created from the ground up just for the retirement living industry and is the only specialised training of its type to be fully endorsed by the Australian Retirement Village Association (RVA).

It's not just another seminar it is an industry first.



Andrew Giles
RVA CEO



"Bloomers is a **must not miss** event for our sales and marketing people in our industry. Participants to the series so far have said it's the **best sales training** dedicated to the retirement village industry they have ever been involved with"

Key topics covered:

- * Understanding your product
- * Contracts, Acts and Pricing (including DMF)
- * Generating quality leads
- * Converting these leads into sales
- * Keeping sales through to settlements

This highly interactive two-day program allows participants the opportunity to learn from both the facilitators and each other, and to see the sales process from many differing perspectives.

As part of each program, the participant will be provided with customised sales tools and support materials.

- * Participant reference manual
- * Sales diary
- * Village information booklet
- * Sales process and checklists
- * Case studies

"10 out of 10 - excellent facilitators and a great program"

Sasha Andrews, St Lukes Care

What's the buzz around this program?

Here's what the participants have said:

Our participants so far have included a broad range of people involved in selling retirement villages – sales consultants, village managers, developers – both new to the industry and also those that have been in the industry for many years.

"I attended the Bloomers Sales Program in Brisbane August 09 and gained a huge amount of knowledge in relation to Marketing Techniques for the Retirement Sector and as a developer I was really interested in the art of selling the Exit fee/ Deferred Management Fee that is part and parcel of this industry"

Brian Bartels, Highfield Manors

"A worthwhile two day program with practical applications that have been implemented immediately in our business..."

...Finally a sales/marketing course tailored specifically for Retirement Villages"

Cameron Wells, Tranquil Waters

"Best course I have attended, totally relevant to the retirement profession"

Peter Witnish, Retirement by Design



2010 Program Dates

Adelaide: February
Monday 8 & Tuesday 9

Regional NSW*: February
Monday 22 & Tuesday 23

Brisbane/Gold Coast: May
Monday 17 & Tuesday 18

Regional QLD*: July
Monday 19 & Tuesday 20

Melbourne: August
Monday 16 & Tuesday 17

Perth: September
Monday 13 & Tuesday 14

Sydney: October
Monday 18 & Tuesday 19

**In-house programs
also available**

* location TBC subject to expressions of interest

www.bloomers.net.au

**Register today to experience
this purpose-built, hands-on
training program.**

To register for the program in your
state, simply call the RVA on
03 9804 0466 or register online
by visiting **www.bloomers.net.au**

RVA/ACS Members:

\$990 | per participant
(inc GST)

Non Members: \$1320 per participant (inc GST)



Bloomers®

Phone: 08 8223 1127

Fax: 08 8232 9441

Address: 253 Flinders Street, Adelaide SA 5000

Web: www.bloomers.net.au

Email: team@bloomers.net.au



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training program for the retirement
living industry.

