



Bloomers™

The Art of Selling Retirement Living.

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

* location TBC subject to expressions of interest

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

Register today by calling the RVA on 03 9804 0466.

CUSTOMISED SALES TOOLS INCLUDED



Simon Owen
RVA President

On behalf of the Retirement Village Association, I am pleased to recommend a

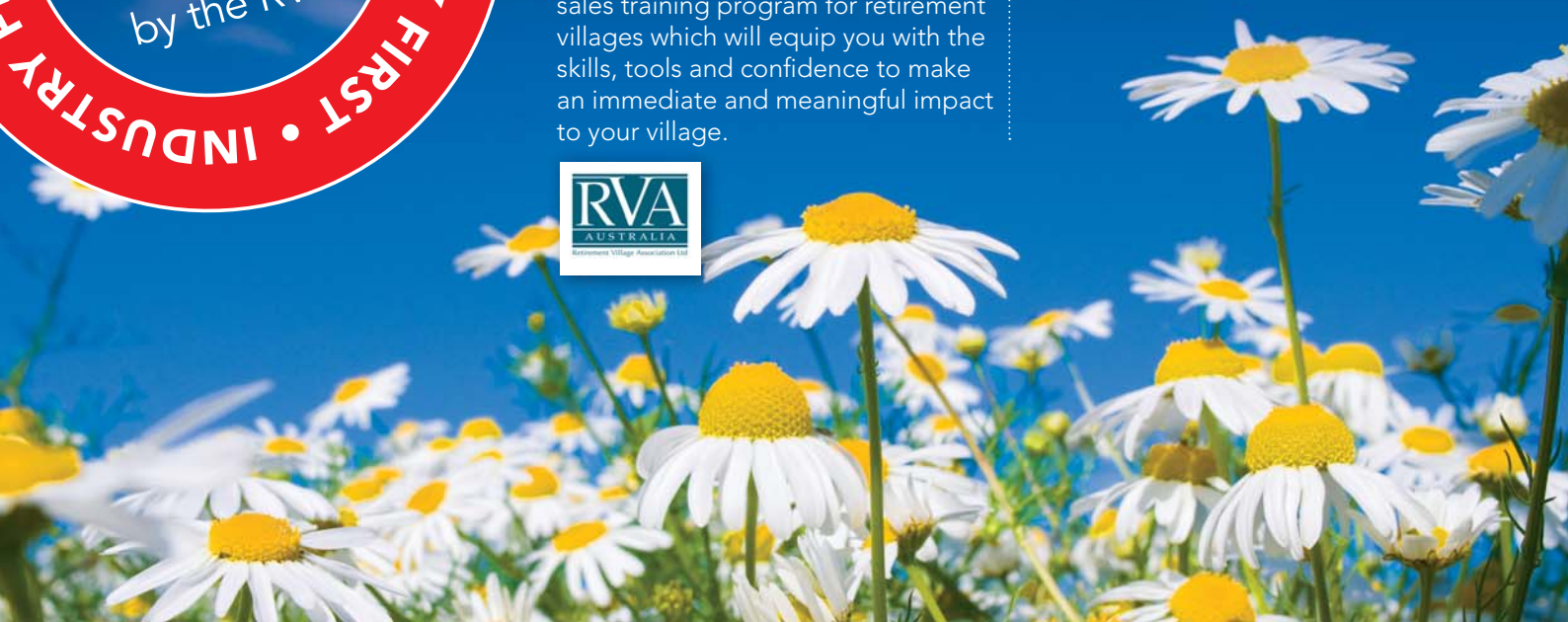
unique, specialised and purpose built sales training program - "Bloomers. The Art of Selling Retirement Living". This training program has been developed by national marketing industry leaders and complements the RVA's commitment in providing Professional Development skills and programs for our industry. Did you know that the approximate holding cost of having a single vacant \$400,000 ILU is approximately \$100 per day (DMF and interest forgone)? Five vacant ILU's for a month represents a holding cost of approximately \$15,000! The RVA is delighted to present this unique sales training program for retirement villages which will equip you with the skills, tools and confidence to make an immediate and meaningful impact to your village.



Kerry Lehman
Brand Partners

Achieving sales results in retirement housing takes a completely different mind-set than that

demonstrated in the general housing/real estate market. That's why after much investigation and constant feedback from the industry, that general selling programs just don't have the desired impact, we developed a specialised program to support the industry in this challenge.





“Best course I have attended,
totally relevant to the retirement profession.”

Peter Witnish, Retirement by Design

Be part of small, interactive class-sizes.

What is Bloomers?

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

It is not just another seminar, it is an industry first.

The purpose of the training program is to cultivate the specific knowledge and skills needed to sell retirement living.

Who will bloom with Bloomers?

- * Retirement village ‘sales people’
- * People selling retirement villages today
- * People wanting to enter this (rapidly growing) market/industry
- * Real estate agents selling retirement villages to seniors
- * Village managers
- * Owner operators
- * Sales managers
- * Marketing staff

In programs we have run to date, even the more experienced sales professionals have confirmed the benefits of attending.

What’s on offer.

This 2 day program is highly interactive allowing participants the opportunity to learn from both the facilitator and each other, and to see the sales process from many differing perspectives.

This program is about **being more effective – in securing and keeping sales.**

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 checklists
- * Case studies

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

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

How to register.

To find out more on Bloomers - The Art of Selling Retirement Living or to register for the next course, simply call Bronwyn or Shae at the RVA on **03 9804 0466** or register online by visiting **www.bloomers.net.au**

Non-RVA Members:

\$1320 | per participant (inc GST)

RVA Members:

\$990 | per participant (inc GST)

“Well presented with industry knowledge – relevant!”



What's the buzz around this program?

Here's what the participants have said:

Our participants so far have included the whole spectrum of those 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.



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 the **best sales training** dedicated to the retirement village industry they have ever been involved with!”

“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

“10 out of 10 - excellent facilitators and a great programme.”

Sasha Andrews, St Lukes Care

What was most useful?

- * Too many things to mention!
- * Interaction with knowledgeable people. More useful sales techniques.
- * Selling methodology, DMF and positioning of village.
- * All the interactive activities and content.
- * Shared ideas from existing village sales people and managers. The legislation stuff was good. Action list in handout also great.
- * Selling process and how to introduce the DMF in a more positive way to the client.
- * Revisiting the usual client/sales scenario but with new eyes and attitude due to the course structure. I feel that my sales skills are sharpened.
- * Personally for me everything and every bit of information was useful.

What will you do differently or better now?

- * More emphasis on reading client needs and handling objections.
- * So so much.
- * Be clear about my product and offering.
- * Better follow up.
- * Job well done. Only wish some more of our staff came.
- * Thank you so much for the invaluable tools.



Bloomers

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