
KSLA Welcomes Six New Associate Members!

Mon, May 14, 2018 at 9:00
AM



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Contact Us!

Kentucky Senior Living Association (KSLA) E-Blast for May 7, 2018



KSLA 2018 Conference & Exhibition - May 30-31

Provider Member Registration Packet Due May 24th

Provider Members, if you plan to attend this year's conference and you're **paying by check**, please complete the registration forms and return them, along with your fees, to **KSLA, 133 Evergreen Road, Suite 212, Louisville, KY 40243**.

If you're **paying by credit card**, you may scan your completed registration forms and e-mail them to **KSLA@KentuckySeniorLiving.org**.

We hope you'll join us this year.
We look forward to seeing you at Conference!

KSLA Welcomes Six New Associate Members

KSLA would like to extend a warm welcome to the following new Associate Members, some of whom you'll have an opportunity to meet at our upcoming Conference & Exhibition:

- Bellarmine University Department of Health Service and Senior Living Leadership - Dr. Keith Knapp
- Elite Roofing - Jeremy Bosco, Owner
- Future Fitness & Wellness - Becky Morris, Owner
- Right at Home - Terry Rogers, Owner
- Senior Pharmacy Solutions - Lynn Harrelson, Owner
- Superior Van & Mobility - Coy Lightfoot, Commercial Operations

Deadline Approaching: KSLA Board of Directors Nominations Due Thursday, May 17

KSLA's Nominating Committee (*Gil Shew of McCready Manor, David Denham of Hometown Manor, and Mary Nell Bouvier of Bee Hive Homes of Grayson County*) is pleased to provide you with this **Nomination Packet** and encourage you to nominate yourself or another individual for one of the following five board seats whose terms of service will begin on July 1, 2018:

- Vice President (two-year term)
- Secretary (two-year term)
- Member-At-Large (two-year term)
- Member-at-Large (two-year term)
- Member-at-Large (one-year term)

Elections will be held at the annual membership meeting on Thursday, May 31, 2018, in conjunction with the KSLA 2018 Conference & Exhibition at The Brown Hotel.

For more information, download the **Nomination Packet**, which includes instructions for the nomination process, a nomination form, and other important information.

Submit your nominations for the KSLA Board of Directors in any of the following ways by **this Thursday, May 17**:

U.S. Mail: KSLA, [133 Evergreen Road, Suite 212, Louisville, KY 40243](#)

Fax: 502.805.0589

E-Mail: KSLA@KentuckySeniorLiving.org

Success Tip of the Month from Murdock Strategies: 8 Tips from Dale Carnegie



I recently read a really great article written by **Murdock Integrated Strategies**. Matt Wilson, President & CEO, started Murdock Integrated Strategies upon discovering the need for a more personalized approach to occupancy initiatives.

I received the article below in an e-mail from Murdock, under the heading of "Success Tip of the Month". This article explains 8 tips from Dale Carnegie's book ***How to Win Friends and Influence People***. These same strategies can be applied to Sales & Marketing in the Senior Living industry too, because despite the fact that Dale Carnegie was born in 1888 and died in 1955, his wisdom and sales techniques still apply today.

Carnegie's Strategy? Take a genuine interest in the lives of others. Carnegie said, "You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you."

Murdock shared several sales tips based on the principles Carnegie discusses in his book.

1. **Smile** - Carnegie called it "a simple way to make a good first impression. Actions speak louder than words. And a smile says 'I like you.'"
2. **Listen** - Give clients an opportunity to tell you what they have to say before you tell them what you have to offer. People want to be heard.
3. **Arouse an "eager want"** - Carnegie cited Harry A. Overstreet as the originator of this idea. Overstreet said, "Actions spring from what we fundamentally desire." Example: If you own a bait shop, understand that customers do not want night crawlers; they want to catch fish. Then pitch accordingly.
4. **Use names** - Know people's names; your staff, residents and potential residents who visit your community. Carnegie's principle is simple: "A person's name is, to that person, the sweetest and most important sound in any language."
5. **Avoid arguments** - We know this, right? Carnegie cautions, "The only way to get the best of an argument is to avoid it." It's important to listen and be respectful of the opinions of prospects. Then you'll have the opportunity to brag about your offerings.
6. **If appropriate, apologize** - If a mistake is made anywhere in the sales process, it's important to admit it and apologize. You might be surprised at how quickly the mistake is forgotten.
7. **Ask what's in it for customers** - Explain how the features of your community will meet the needs of future residents and speak to their interests. The best way to make sales is to feature the things that will benefit them.
8. **The Bottom Line** - Murdock says, "Ultimately, a sales transaction is a conversation between two people - whether in person, on the phone, or online. One person wants to buy; the other wants to sell. The conversation is the bridge that makes it all happen."

To learn more about Murdock Integrated Strategies, [read their story](#).

Important Dates to Remember

May 17

Board Nominations Due. Download the nomination packet [Here](#).

May 24

Conference Participant Registrations due to KSLA. Download the forms [Here](#).

Have a great week!

Bob White, Executive Director
Kentucky Senior Living Association (KSLA)

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