

Lead Instead of Follow



Inspiring Leadership in Your
Community

HAMLYN
Senior Marketing, LLC™

It Starts with The Front Door



- Fresh set of eyes---do you have them?
- Set expectations and give positive reinforcement!
- Are you willing to “roll up your sleeves?”
- What does your lobby look like? Sound like?
- The gatekeeper is one of the most important people—invest wisely!

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When Everybody Cares, It Works!

- Team-building and ongoing training—what's your program?
- Volunteers—Are they staff or not?
- Going above and beyond—profit-sharing??
- #1 criteria for hiring— “Are you passionate?”

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Sales & Marketing—Phone and Beyond

- Mystery shops—what you can learn
- Post-“tour” surveys—what you can learn
- Involvement by other team members in sales makes such a difference!
- Walk the talk = increased referral

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What's The Word on the Street?



- Public relations matters....from news articles to blogs
- For what do you want to be “known”?
- Family and staff involvement in spreading the word
- Give back

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