



CC@H Conference sponsored  
by CliftonLarsonAllen





**Friends LifeCare  
Partners<sup>SM</sup>**


Pioneer. Innovate. Inspire.



# **Friends Life Care Partners**

**Maria Buehler**



A circular quilted banner with a blue background. A black ring in the center contains the text 'SIMPLICITY + PEACE + FRUGALITY + QUALITY + EQUITY' in white, bold, sans-serif capital letters. In the center of the banner is a red circle with a brown tree growing from it. The tree has many green leaves and a thick, gnarled trunk. The banner is surrounded by a ring of colorful, stylized human figures in various patterns and colors, holding hands.

Guided by Quaker Values



# Friends Life Care Partners

- Friends Life Care Consultants
- Friends Life Care
- Intervention Associates
- Caring Friends Home Care



# "CCRC without Walls"





# Pioneer in the invention of Type A





# Friends Life Care Membership

2,452

---

active members

2

---

states

30

---

years since  
founding



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SAILS



Once Upon a time

**Sales was sales**  
and marketing was marketing





In a time before Web Sprawl





*Seminar*

# Direct Mail and Seminar Strategy





"Can't live without it"





# HUH?

??? Can't live without it ???





# Social Selling

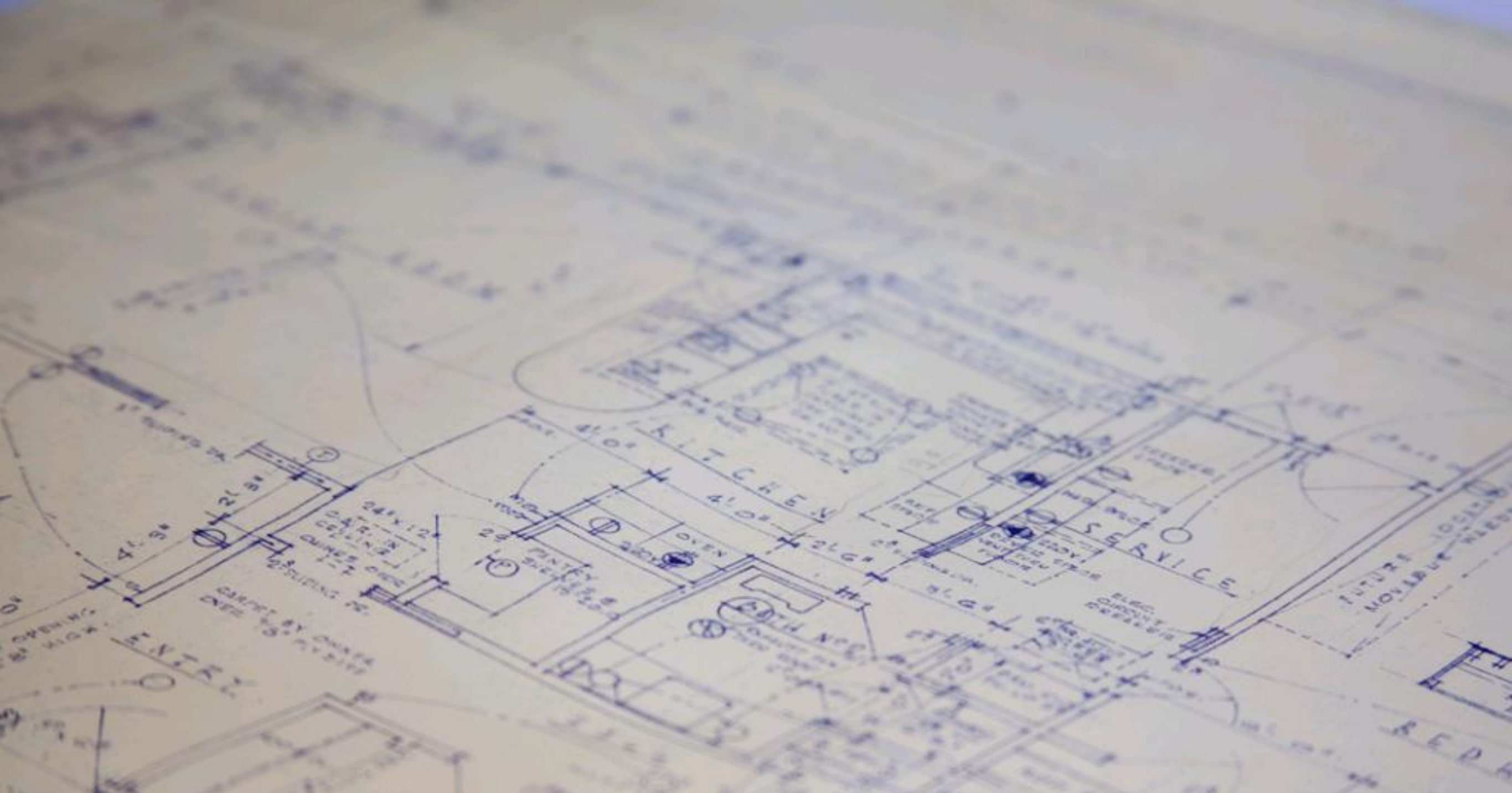
<http://www.triblio.com/blog/social-selling-tools/>





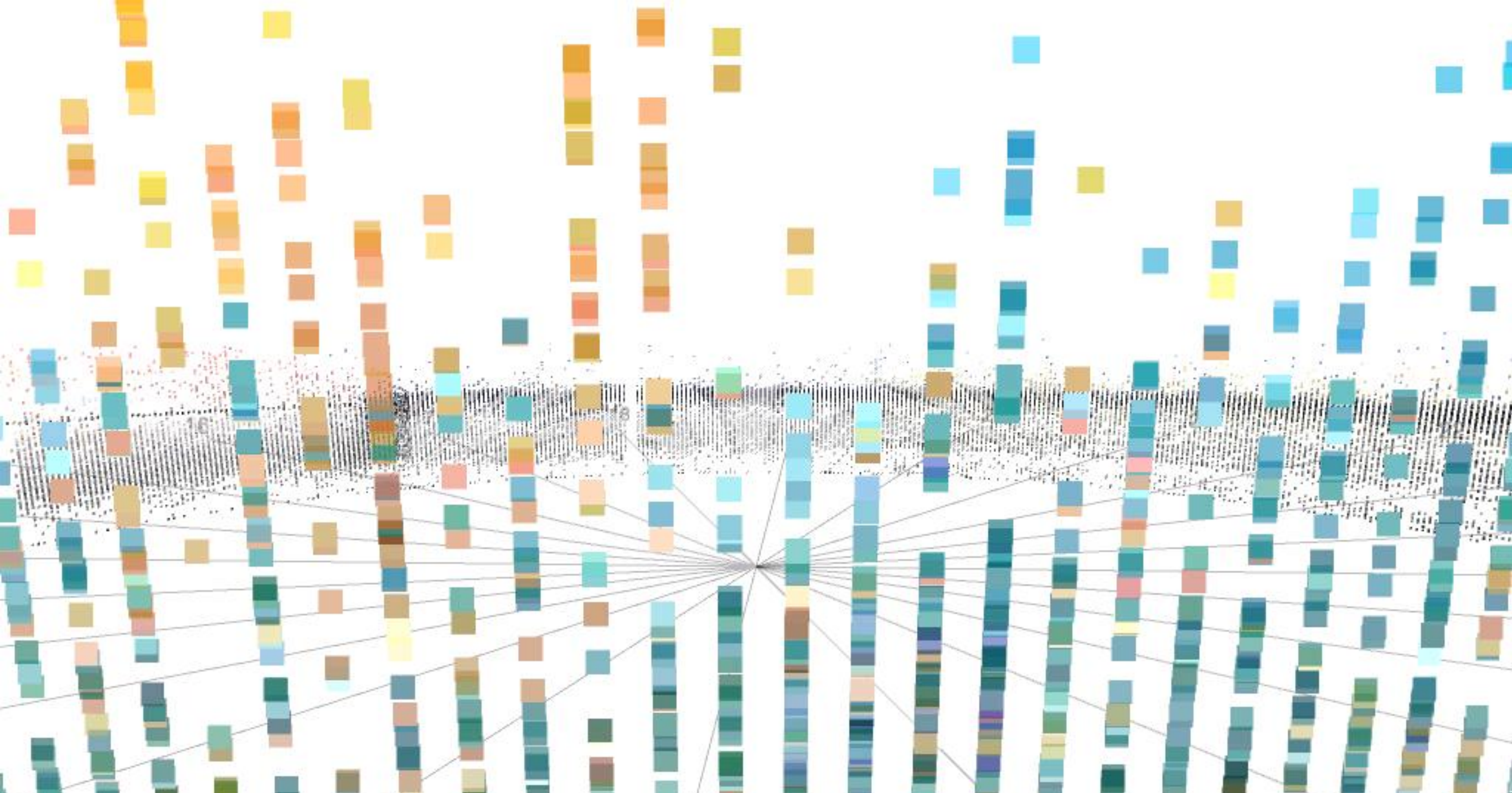
# Maria's list of "5 New Selling Things to Do"





# 1. Blueprint





## 2. Process streamlining





### 3. Personas





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## 4. Content "remarkable"





# 5. Analysis



# THANK YOU



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cc: [12] <https://www.flickr.com/photos/89497726@N06>

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# For Discussion --

- Typical objections and proven responses
- Difference between marketing a CCRC and CCaH
- Alternatives when a spouse doesn't qualify:  
programmatic & sales tactics
- Cross-training to sell both CCRC and CCaH --  
does it work?
- Ideas when calling a cold/warm lead
- Connecting with influencers: family members,  
financial planners, estate attorneys, etc.
- Selling against LTCi - prospects with policies and  
those considering ones.