



# Outreach Managers and Liaisons

## Market Development Webinars and Coaching



### Most organizations struggle with:

- Increasing census
- Creating ongoing referrals
- Consistent admission conversion rates
- Shortening new liaisons onboarding times
- Creating non-financial performance metrics
- Fostering total team synergy
- Improving account handling efficiency
- Increasing ALOS (Average length of stay)
- Continual coaching/team development

**If any of these apply, please see within.**



# Webinars and personal coaching series

Carl Erickson, Beacon Worldwide CEO & President recently spoke at the NHPCO conference in April. He received interesting feedback from participants which led to the development of this webinar series. For example, 88% of the respondents stated that their environment was becoming more competitive and referral development was becoming more difficult.

Interestingly, while some participants stated onsite best practices training and support would be helpful, there was an overwhelming majority that preferred online webinars and the availability of personalized coaching.

Participants viewed webinars and coaching as the go-to-method for cost-effective marketing/business development and sales support. The following curriculum has been ***developed and tested*** specifically with this feedback in mind.

The webinars series and individual coaching includes the following:

- Registrant interviews are conducted to ensure the expectations and needs of participants are met
- Package is comprised of: 4 webinars, each approximately 45-60 minutes in length, and 2 ***personal*** implementation coaching sessions.
  - **Core webinar content:**
    1. The six critical client engagement skill sets and how they apply across people influencing the services or placement decision and referrals
    2. How effective outreach liaisons target accounts and maximize productivity and, how managers and staff can identify non-census KPIs
    3. How interactions vary by job title and account, and which are better and why
    4. How to create personal and organizational differentiation across referral
  - **Coaching:** Two personalized, “How to Implement” individual coaching sessions.

Cost: \$499 per participant, multiple participant per company discounts available



## What clients are saying...

Beacon Worldwide has over 25 years of business development/sales coaching, training and implementation experience in the services sector. Beacon has adapted much of its award-winning intellectual property to the healthcare arena as featured at the recent NHPCO conference in Washington, DC. Typical feedback on Beacon has been:

***“Beacon provided a framework and guidelines for successful interactions with clients, their families and referral agencies that is easy to follow and completely logical.”***

***“I loved working with the Beacon team. Their experience and insights into any situation I threw at them was really helpful.”***

***“Beacon’s framework helps guide you on what to do, but just as importantly, how to do it. This was incredibly insightful.”***

***“I have 10 years of experience but never learned so much, so fast about obtaining referrals as I did with Beacon.”***

***“Beacon’s experience and real life examples were great in helping me apply the information in real time.”***

***“Beacon brought a perspective on personal differentiation I had simply never thought of before.”***

These comments have been taken directly from feedback provided by our healthcare clients. We are happy to share more of the feedback received, how our services have been implemented and the results attained. Contact us at:

**[Info@beacon-worldwide.com](mailto:Info@beacon-worldwide.com)**

**Toll Free – 1-833-701-5952**



# Program Content by Webinar

**Your feedback** – we like to know the challenges our clients are facing and what is most important to them through their specific feedback. We find it is always better to understand the nuances of a clients challenges so we can customize information where ever possible. We welcome a call with you to discuss the program. This can be performed before or after you register by simply calling us toll free at: 1-833-701-5952.

## **Webinar Modules:**

1. There are six critical skill sets needed to effectively manage and execute the sales cycle. This first webinar reviews these skill sets, provides specific feedback as to how they can be executed and where the most common errors occur.
2. We consistently see outreach liaisons, business development staff or other named census builders, waste valuable time because they struggle with how to focus on specific accounts and job titles. During this session,

Beacon shares a proprietary and easy-to-use client relationship tracking system that helps prioritize accounts, identify non-census deliverables that denote successful interactions that makes productivity reviews by managers far easier.

3. When seeking referrals, the conversations with members within facilities should vary widely based upon their job title not what you are trying to market. Beacon will share a framework for how to develop and execute conversations that leads to faster referrals and account relationship penetration.
4. Personal differentiation is difficult but can be accomplished to the point where you are the go-to referral agency. We focus on real-life situations where we have coached people to accomplish personal and organizational differentiation when competitors have nearly identical services.



# Personalized Coaching

Beacon executives will provide 2-one hour personal coaching sessions on any related subject or work challenges you are experiencing; including situations that are unique to you and or your organization.

These may be requested immediately upon registration or within 60-days of program completion. Beacon's one-on-one coaching sessions can be scheduled anytime from 7:00 a.m. EST to 7:00 p.m. EST.

Clients often tell us this is the most valuable part of the program. During these confidential, one-on-one discussions, Beacon's leadership will discuss the implementation of any program content or other challenges you have as a Liaison or Manager.

[Info@beacon-worldwide.com](mailto:Info@beacon-worldwide.com)

**Toll Free – 1-833-701-5952**



# Enrollment Application and Registration

**Name:**

**Company:**

**Address:**

**City/Town:**

**State:**

**Zip Code:**

**Payment Method:**

**Bill me:**

**Bill my company via invoice:**

**Credit Card:** *Go online for secure transactions at:*

[www.beaconworldwide.com/healthcare](http://www.beaconworldwide.com/healthcare)

**Business Phone:**

**Cell Phone:**

**Email:**

**I would like to enroll in the:**

- A. \*Tuesday webinar series**
- B. \*Thursday webinar series**

**\*One per week for four consecutive weeks**



# Questions?

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