



# SALES SCHOOL

Senior living sales training  
to drive immediate results!

**Office:** 972-402-3700

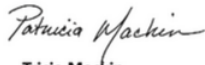
**Web:** [greystonecommunities.com](http://greystonecommunities.com)

# WELCOME

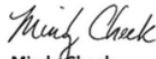
Sales School is Greystone's signature training program for sales and marketing professionals within the senior living industry. Crafted from Greystone's 40+ years of expertise and leadership within the senior living industry, attendees will be able to gain confidence in proven sales techniques designed to help professionals maximize their potential and close more sales.

Upon completion of Sales School, attendees will receive a certificate and an increased ability to:

- Understand today's evolving senior living landscape, consumer expectations, and the emotional factors influencing decision-making.
- Speak confidently about the full continuum of senior living options while effectively positioning within competitive markets.
- Strengthen discovery through deeper questioning, active listening, and communication techniques that build trust and deepen engagement.
- Differentiate from the competition through stronger positioning, proven follow-up strategies, and confident objection handling.
- Explore practical AI tools and productivity strategies that streamline follow-up, support personalization, and improve day-to-day execution.



**Tricia Mackin**  
Senior Vice President



**Mindy Cheek**  
Senior Vice President



**Mary Jane Fitts**  
Senior Vice President



Mary Jane Fitts, SVP.



Mindy Cheek, SVP.



Tricia Mackin, SVP.

# EXCELLENCE THAT SPEAKS FOR ITSELF

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500+  
IN 43 STATES

## ABOUT GREYSTONE

Our 40+ years of senior living experience means we've seen a lot, helping you address needs and challenges, and creating clear paths to achieving your goals.

10B  
FINANCING

## OUR VALUES

We believe the business of senior living is about enhancing the lives of seniors through a "continuum of living." This philosophy anchors our objective of exceeding expectations by helping our clients excel.

65+  
MANAGED

We pride ourselves on balancing the mission of providing quality, hospitality-focused resident services with strategies that are matched to the market and financially viable. And don't get us wrong – we've had our fair share of missteps over the years. We take pride in learning from those experiences and incorporating that into our recommendations.

40K+  
UNITS MARKETED

## MARKETING SERVICES

We understand the senior mindset and the challenges your sales team faces when navigating seniors and their families through the buying cycle. Greystone's team has marketed more than 40,000 units. We are results-focused and look for creative ways to drive sales and increase occupancy.

# WHO IS SALES SCHOOL FOR?

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## GET THE MOST OUT OF YOUR TRAINING

Sales School is a three day in-person training for sales professionals within the senior living industry. Sales School offers the opportunity to gain a deeper understanding of the industry from experts with over 250 years of combined experience in senior living sales. Attendees will gain confidence in proven sales techniques in an environment that is both interactive and immersive. Sales school utilizes classroom style presentations, role playing and peer-to-peer projects to train professionals and drive immediate results.

**\*Fees apply for non Greystone clients.**

### SALES SCHOOL IS PERFECT FOR

- Newly hired community sales professionals
- Sales teams looking to refresh their tactics with the newest proven strategies
- Professionals needing to improve in a specific area of the sales cycle



# WHO IS SALES SCHOOL FOR?

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## GET THE MOST OUT OF YOUR TRAINING

Attendees will gain knowledge in the various senior living options including independent living, assisted living, memory support, skilled nursing and long-term care, as well as competitor contracts available to prospects within their markets.

- Speaking confidently about the various senior living options available to prospects
- Conducting strong discovery using positive persuasion tactics
- Differentiating from the competition through creative follow-up strategies
- Overcoming objection fatigue by turning hesitancy into opportunity and increase closing ratios

## WHAT PEOPLE ARE SAYING ABOUT SALES SCHOOL

"It was wonderful to know our questions were welcomed, and our peers played a part in the learning process."

M. Lyster  
Friendsview, OR

"The training sharpened and strengthened our focus!"

R. Price  
Air Force Enlisted Village, FL

"There's an energy that's created from brainstorming and networking with your peers. It inspired and motivated our entire team!"

J. Townsend  
Montereau, OK

"I am focused on finding the "why" and will be more bold to ask the tough questions."

C. Ammann  
Aberdeen Ridge, CO

# WHO IS SALES SCHOOL FOR?

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## IS THERE A REGISTRATION FEE TO ATTEND?

Sales School is complimentary to existing Greystone clients. There is an \$800 registration fee for all non-Greystone clients.

## WHEN SHOULD I TRAVEL?

Sales School 2026 takes place September 9-11, 2026. A full agenda is available for review on the event website. Sales School begins with a Welcome Lunch at 12:00p.m. on Wednesday, September 9. Attendees are encouraged to travel to Dallas-Ft. Worth International Airport on Tuesday, September 8.

## WHERE SHOULD I STAY?

Attendees will enjoy a group rate of \$269 plus tax per night at The Omni Las Colinas. Reservations must be completed on or before August 13, 2026, using the event registration website.

## WHAT ADDITIONAL COSTS ARE INVOLVED?

Sales School registration is complimentary to existing Greystone clients. All travel costs including airfare, lodging, ground transportation, parking, and incidentals are at the expense of the attendee. Travel reimbursements will be handled at the community level.

## CONTACT THE EVENT PLANNER

For more information on Sales School, please contact Julie Rufner at [jrufner@greystonecommunities.com](mailto:jrufner@greystonecommunities.com).



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