



Longwood At Home, Pittsburgh, PA
A Presbyterian SeniorCare Community

Take the anxiety out on introducing a new product... Bring Seniority on board to ease the stress

The task of introducing a new product can be daunting – especially if you haven't introduced one in a long time. That's where Seniority comes into the picture. We have a wealth of sales and marketing experience in new product introduction. Here's how we helped one client introduce the "CCRC Without Walls" product:

Longwood At Home (LAH) is the first program of its kind in the greater Pittsburgh area. LAH provides for the delivery of a continuum of care and services to older adults using a community based model of service delivery, contracted provider relationships, and care management services. Licensed by the state of Pennsylvania as a continuing care retirement community, this program allows members to remain in their own homes while accessing a comprehensive care and service network.

Longwood At Home is the newest affiliate of Presbyterian SeniorCare, a leader of innovative programs and services in southwestern Pennsylvania for 75 years. Seniority, Inc. was retained in July 2002 to oversee the program launch, sales strategies and sales management.

Seniority, Inc. utilized its systems, training, leadership, and support services in partnership with the staff and the board of directors.

- Seniority, Inc. developed a sales and marketing plan with defined goals and target media schedules.
- Seniority, Inc. customized job descriptions and classifieds for sales personnel and participated in the interviewing/hiring process with the program's executive director.
- In partnership with LAH's executive director, Seniority, Inc. oversaw development of collateral, print advertisements, direct mail pieces, PowerPoint presentations, a media schedule, and the community newsletter.
- Seniority, Inc. initiated the full implementation of the computerized lead management system, lead management software.
- Seniority, Inc. introduced lead cost analysis and sales call management systems.



- Seniority, Inc. provided training in the areas of lead generation, group presentations, sales process, time management, and conversion. Training is ongoing focused on skill development and the specific needs of the program.

The program received its state license to operate in December 2002. Working with Seniority, Inc., the sales team began holding educational presentations to age- and income-qualified individuals, targeted through a series of direct mail invitations. Prospects were identified from presentation attendees and queries to advertisements.

The program was successful in meeting the pre-launch, six month goal of 20 depositors. The sales department is on target for the first year goal of 40 members.

As you can see, the introduction of a new product can be tricky, indeed. Let Seniority help you plan the strategies and tactics that will increase the chances your product roll-out will succeed while they decrease the chances you'll get an ulcer in the process.

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