



Porter Hills Presbyterian Communities and Services  
Grand Rapids, Michigan  
AND  
American Baptist Homes of the Midwest  
Eden Prairie, MN

## **Hiring a Corporate head of Marketing could be tricky... Unless you use Seniority.**

Two major organizations in the Midwest turned to Seniority to take the lead in recruiting, training and supporting the new position of Corporate Sales and Marketing Director or Vice President. Both Porter Hills Presbyterian Communities and Services of Grand Rapids, MI and American Baptist Homes of the Midwest, Eden Prairie, MN utilized the services of Seniority in this critical process.

Seniority Inc. has provided consultative services to the corporate staff for development and sales and marketing. Seniority, Inc. managed the development and pre-sales of Cook Valley Estates and continues to provide ongoing consulting and training to the corporate staff and sales managers at three of the PHPCS senior living communities including Porter Hills Retirement Community, Meadowlark Assisted Living Community, and Cook Valley Estates (CVE).

Services provided by Seniority, Inc. to these clients include:

- Interviewing and providing recommendations for open positions
- Conducting sales strategy meetings at the corporate and community levels
- Advising organizations about media development and placement
- Producing corporate marketing and sales systems to be implemented by the new hire
- Facilitating networking and sales training seminars for non-sales department managers
- Providing phone support as needed
- Referral source development coaching of community liaison

The scope of services and support provided by Seniority, Inc. demonstrate responsiveness and flexibility in fulfilling evolving needs of these two major multi-community operating systems.

If your corporation is facing the challenge of hiring a new or first-time corporate manager of sales and marketing, it might be a good idea to talk with Seniority. Their experience can help you tailor a position, job description and systems that are in concert with your overall operations plan.



*Reference Contacts:*

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