

MELBOURNE PROGRAM

Novotel on Collins, 270 Collins Street Melbourne

08:30	REGISTRATION	
09:00	Welcome & DCM Update	James Wiltshire , Executive Director, DCM Institute
09:30	Handling Difficult Conversations	At times we may find ourselves in situations where we need to have an uncomfortable conversation with someone. This may include staff members, residents or family members. This session will help develop skills and confidence when it comes to having difficult conversations. Tiffany Folbigg , Operations Manager, DCM Institute
10:00	Workshop	James Wiltshire , Executive Director, DCM Institute
10:30	MORNING TEA	
11:00	The Customer Journey	Lets set the scene of the journey of someone considering moving into a retirement village. What are the push factors? What are the pull factors? James Wiltshire , Executive Director, DCM Institute
11:15	Obligations and Contracts: A legal perspective	DCM Institute's Legal Partners will run through the legal obligations of operators with regards to the sales and resales of units. This presentation will also look at key elements of the resident agreement that every village professional should be aware of. Rosemary Southgate , Principal, Russell Kennedy
12:00	From consideration to commitment - the art of selling	In this session we hear from a leading sales professional on effective sales strategies and techniques to transition prospects from consideration to commitment. Learn about building rapport, personalised communication, demonstrating value, handling objections, and closing the sale. Anne Lewis , Senior Sales Manager, St Clare Retirement Living
12:45	NETWORKING LUNCH	
13:30	Everyone is in sales - how experience determines advocacy	Panel Discussion: Explore the collaborative relationship between sales teams and village operators in creating a positive experience for new residents. Through a series of insightful questions, the panellists will discuss strategies for ensuring a seamless transition from prospect to resident, the importance of clear communication, and ways to foster resident advocacy. Panel: Leanne Zannoni , Village Manager and Courtney di Gregorio , Sales Manager, Keyton Facilitator: James Wiltshire , Executive Director, DCM Institute
14:00	Workshop: Value Proposition	Following our exploration of sales in retirement villages, its important we leave confident in knowing what we are selling. This workshop will help with articulating what our value proposition is, as not every village is the same..
15:00	Closing Remarks	Tiffany Folbigg , Operations Manager, DCM Institute
15:30	CLOSE	