

Capture the Caller
Turn Inquiries into New Business
Barbara Akst, Training Unlimited of Virginia, LLC



Wednesday, October 12 - 1:00 - 2:00 PM EST

Barbara Akst with Training Unlimited of Virginia, LLC will present a one-hour webinar on how YOU can Capture YOUR Caller. The webinar will focus on **CARE**®, a relationship sales training designed specifically for the Senior Care Industry. The purpose of this training is to learn how to convert all incoming calls into new business. The word CARE represents the four steps every employee must take on every call. You will learn how to increase your business by showing your callers you CARE. You will do this by **C**onnecting with your caller, **A**ssessing your caller's needs, **R**esolving their concerns, and **E**ngaging them in services.

Barbara Akst has an extensive background in education and consulting, with a special focus on the senior services industry. She is President of Training Unlimited, a training development & consulting company formed in 1986. She has developed and presented numerous workshops nationwide. Some of the training topics presented include: customer relations, sales, telephone skills, interviewing techniques, time management, communication, delegation, and decision making. Her expertise in identifying and solving management and census issues, coupled with her training, coaching and mentoring skills, and formalized follow-up, are a perfect formula for continued success of sales staff in the senior industry. She holds a Master's Degree in Educational Administration.

To register, please fax this form to the NPDA office at 317-663-3640. Cost is \$25 for members, and \$75 for non-members. [Registration is limited.](#)

Name: _____ Member Non-member
Company: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
email: _____
Method of Payment: Visa _____ Master Card _____ Check _____
Card Number: _____ Exp Date _____ CSC _____

Payment must be received by October 7, 2011

Registrations are **not** accepted without payment.
Cancellations are subject to \$25 processing fee

Confirmations, instructions, and handouts will be emailed **prior** to the session. The webinar dial-in phone number is not a toll free call. The webinar will last approximately 1 hour.

National Private Duty Association - 941 East 86th Street, Suite 270 - Indianapolis, IN 46240
phone 317-663-3637 fax 317-663-3640 www.privatedutyhomecare.org