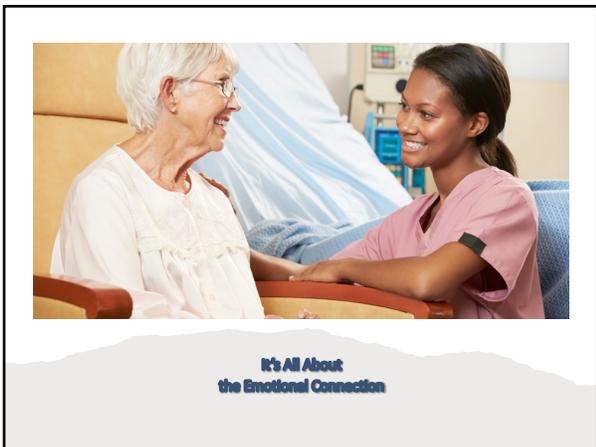




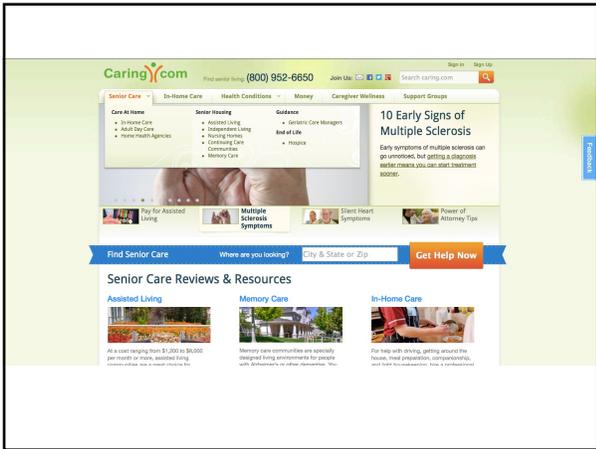
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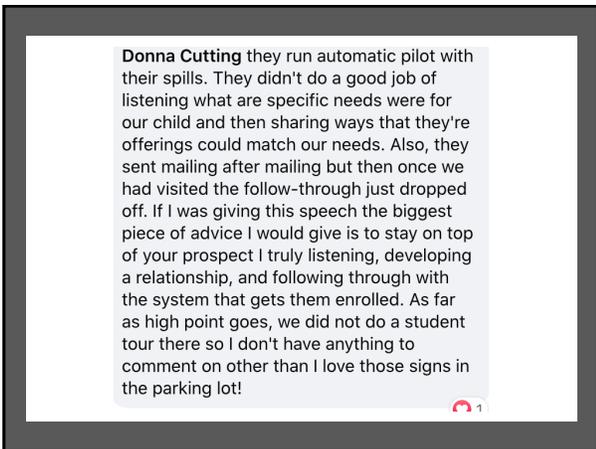
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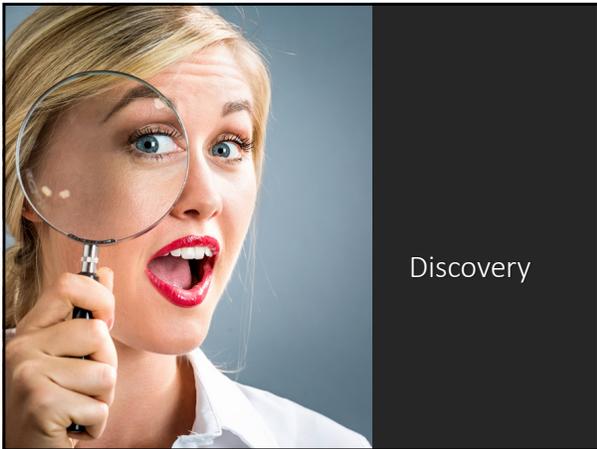
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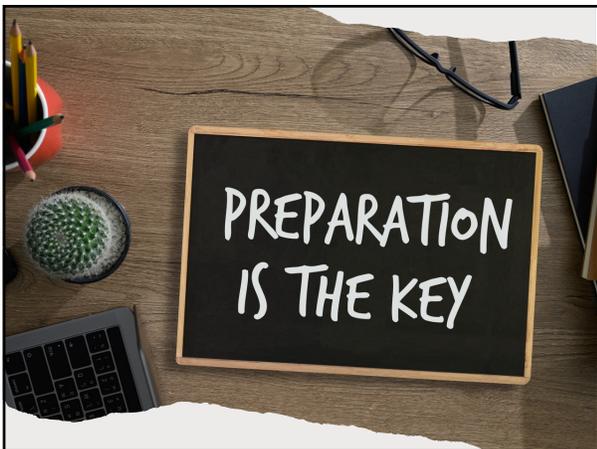
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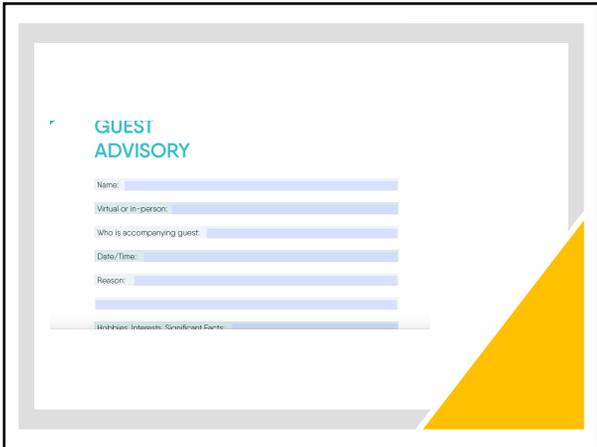
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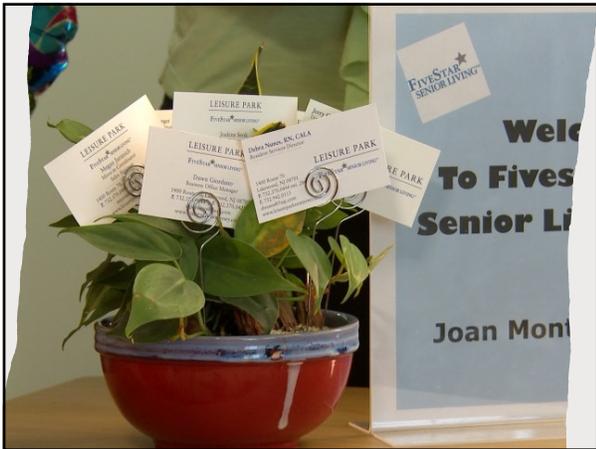
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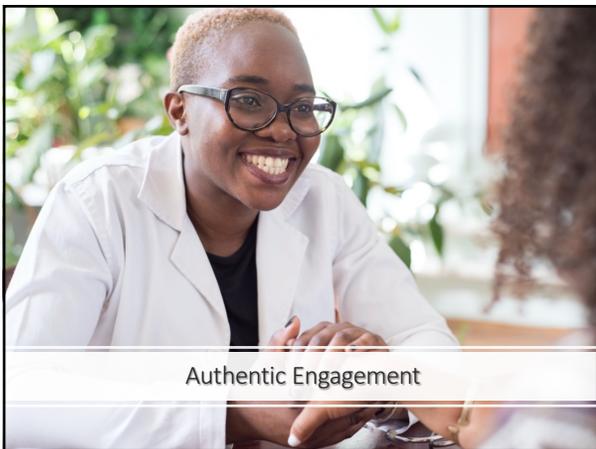
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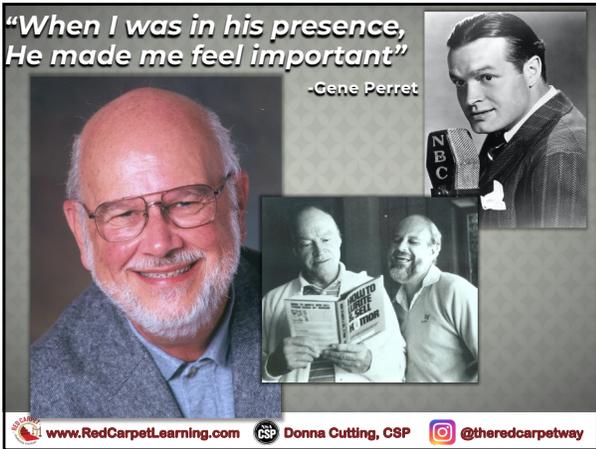
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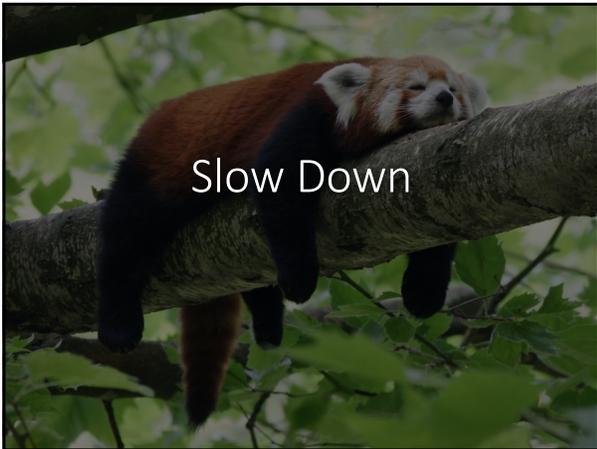
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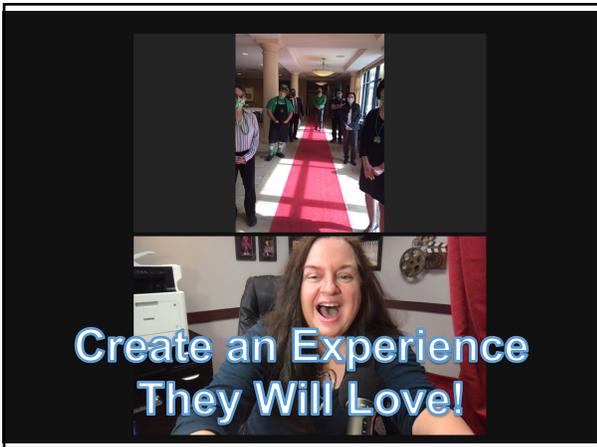
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Dress the Space

34



Use Personalized Video

35



Personalized Gifts

36



37



Include Others

38



Creative Wrap-Around

39



40



41



42



43



44



45



46



47



48



"When you get the check, that's when You lose them." – Don Draper

49

Know when the Real Sale is Made!

- Make Introductions Early
- Under-promise, Over-deliver, & Communicate
- Anticipate Needs
- Personalize Their Welcome
- Checklist of Activities



50

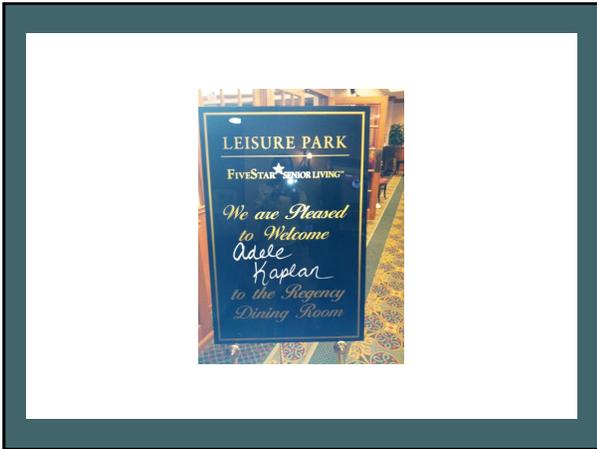


Welcome Home Gifts

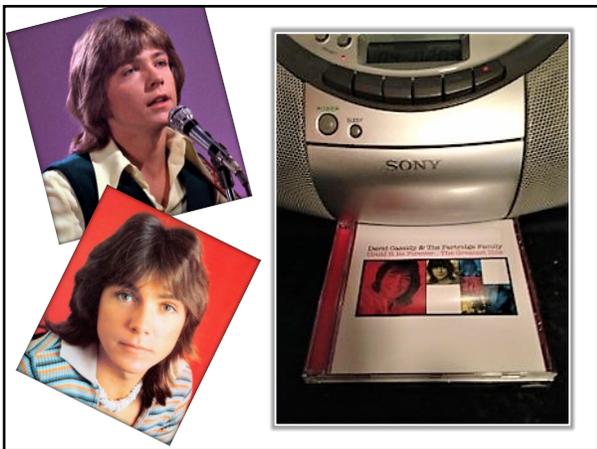
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1. We Decide
2. We Discuss
3. We Keep Talking
4. We Implement

56

ACCOUNTABILITY

57



58



TAKE TWO

- What did we do well?
- What could we have done better?
- What will we do differently the next time?

59



"CHOOSE
each day
to turn
everyday encounters

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WELCOME

WOW 'Em with a Red-Carpet Tour and Move-In Experience Presented by Donna Cutting, CSP

Red-Carpet Learning Worldwide

PO Box 19798
Asheville, NC 28815



The Five Keys to a Successful Tour

Discovery: Gather as much information as you can about your prospect. Take your time with this. The more you know about each person, the more you can address their specific needs, concerns, fears and the better prepared you are to WOW them!

Preparation: The better you plan each visit, the better your chances of exceeding customer expectations. Use what you learned in the discovery process to create a tour experience that is specific to each person.

Communication: The more people who are “in the know” about your visitor (virtual or in-person) the better your opportunity to really shine. Remember, it’s all about emotional connection. Harness the power

of the people in your building to stand out and showcase what really matters – the relationships!

Personalization: This is the fun part! Personalize, Surprise & Delight is where all your Discovery, Preparation, and Communication come together to help you provide your prospects with unexpected moments that will turn them into raving fans.

Authentic Engagement: Yes, showcase the features of your building. However, make this time together more about them and less about you! Ask questions. Relax and have a conversation. As TED speaker Celeste Headlee says, “Prepare to be amazed!”





BEFORE

DURING

AFTER



TIPS FOR A TOP-NOTCH VIRTUAL TOUR

Look or glance directly at the camera so you look as if you're looking at the person on the end. Lean in a bit.

The better the internet, the better the tour. Have easy back-up plans in case the signal is weak. Send a static tour of your building ahead and use the live-virtual to bring the building "to life."

Have the right tools. Microphones, lighting, a Gimbal – they all make a difference.

Be conscious of what your guest is viewing. No one wants to see the bottom of your elevator as you take them up to the next floor. If possible, flip the camera around when you're moving so they can see you.

Slow Down and focus on the area or object you want to highlight.

Hold the camera steady and focus on one area before panning to the next area. This is where your Gimbal will come in handy.

Focus on storytelling. Plan how you can effectively tell the stories of what happens in each room. Or engage residents and team members to share stories that bring your building to life.

Engage and introduce people along the way. Prep key co-workers in residents on how to interact with the camera.

Use your discovery to plan ways to personalize, surprise, and delight along the way!



TWELVE WAYS TO PERSONALIZE THE TOUR EXPERIENCE

1. Find creative ways to use the prospects name.
2. Create an experience you know they will love!
3. Dress the rooms for the prospect.
4. Send advance videos on topics important to them.
5. Gifts and care packages that are meaningful to that specific person.
6. Invite others into the conversation to address your prospects needs and wants.
7. Reference the conversation in your creative wrap-around.
8. Remember and Refer throughout the conversation.
9. Send a wrap-around video.
10. Hand-delivery home meal or invitation.
11. The old-fashioned hand-written note.
12. Use photos creatively in your Before, During, and After.

IDEAS!



GUEST ADVISORY

Name:

Virtual or in-person:

Who is accompanying guest:

Date/Time:

Reason:

Hobbies, Interests, Significant Facts:

Would like to see:

Expected in the dining room?:

Likes or Dislikes:

Specific needs during the visit:





TAKE-TWO

After each tour, in-person or virtual, do a Take-Two so you are consistently looking at what went well and what you'll improve for the next time.

Guest Name:

Date of Visit:

Tour Led By:

Virtual or In-Person:

What Went Well?	Room for Improvement?	Do Differently Next Time?
Friendly staff encountered	Got lost on the way here	Send printed directions the day before scheduled guest visit.





Discovery Questions that lend themselves to Personalize, Surprise and Delight

Tell me about yourself (your loved one).

What specific concerns do you have?

What hobbies or activities do you enjoy?

What hobbies or activities did you enjoy in the past?

Is there anything you used to love to do that you wish you could do again?

Is there anything you've always wanted to do?

Tell me something about yourself (or your loved one) that sounds totally made up but is 100% true. For instance,...

What is the most important thing to you when making this decision?

What do you hope your daily life will be like when you're here?

When was the last time someone made your day?

What's one of your favorite memories?
What are some of your loved one's greatest accomplishments?

Do you have an alma mater or an association that's been really important in your life?

Tell me about your grandchildren or your pets.

What are some of your favorites?

Favorite color:

Favorite meal:

Favorite music:

Favorite beverage:

Favorite sports team:

Favorite book type:

Favorite movie:



About Donna Cutting, CSP



Donna Cutting is the Founder & CEO of Red-Carpet Learning Worldwide and works with organizations to help them build cultures of happy, engaged people, delivering excellent customer service. She is the author of *501 Ways to Roll Out the Red Carpet for Your Customers* (Career Press, 2015) and *The Celebrity Experience: Insider Secrets to Delivering Red-Carpet Customer Service* (Wiley, 2008) and the forthcoming, *Employees First! Inspire, Engage, and Focus on the Heart of Your Organization* (Career Press, 2022).

She's been named one of the Top 30 Global Gurus in Customer Service (2020, 2021) and also in Organizational Culture (2021). Donna's Treat Customers Like STARS programs have been used throughout the United States and in South Africa and Australia.

For more information on keynotes and education programs, visit www.RedCarpetLearning.com

Connect with Donna!

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