



Hot Topics for 2009

Keynote Speeches, Learning Seminars, and Academies

by
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Learning Seminars and Breakout Sessions:

For Certified Home Health Agencies

Relationship Selling and Persuasion Skills for Home Care Leaders

Nothing happens until someone sells something. That's just as true in home care as any other business. Yet many home care professionals are uncomfortable with the idea of "selling." The word conjures up images of a used car lot and a guy in a plaid sport jacket.

But every home care executive is a sales person. Whether you are selling home care services, or selling your ideas to your team members, selling and persuasion skills are critical for your success. In this highly interactive learning system, you will experience a proven process for persuading others to take action. Whether it's persuading a discharge planner to refer patients to your agency, persuading a physician to return signed orders on time, or persuading a bank trust officer to send you Private Duty customers, you'll find these skills invaluable to your success.

Objectives: As a result of this program, participants will be able to...

1. Describe the seven step Relationship Selling process.
2. Explore new ways of approaching prospective customers.
3. Develop rapport and build stronger relationships.
4. Assess your customer's buying style.
5. Develop special skills for communicating with physicians.
6. Effectively present ideas, programs, and services.
7. Master the five levels of persuasion.

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Home Care Strategist
Speaker * Author * Consultant

*Bringing a unique perspective to
home care strategy & leadership*

A nationally known healthcare and business strategist, professional speaker, author and consultant, Stephen Tweed works with home care organizations that want to grow, and with home care leaders who want to get ready for the future. Stephen is Chairman and CEO of *Leading Home Care ... a Tweed Jeffries company*.

Mr. Tweed is the author of *STRATEGIC FOCUS: A Gameplan for Developing Competitive Advantage*, and co-author of five books specifically written for the home care industry. He is a frequent contributing editor to leading home care periodicals.

He is also the publisher of **Stephen Tweed's Leading Home Care Report**, the leading electronic newsletter for CEOs and Executives of Home Health Care companies.

In addition to his roles of strategist, speaker, author, and consultant, Stephen Tweed wears two more healthcare hats... board member and consumer. He has served on the Boards of Directors of three home care companies, and as the Interim President and CEO of a \$25 million, 400 employee home care company.

He is also the father of an adult son who is physically disabled, lives in a wheelchair and uses the service of private duty home health care on a daily basis.

