



Senior Care Sales Solutions Academy

Redefining How Senior Care Professionals SERVE Referral Partners and Families

Upcoming Senior Care Sales Solutions Academies

April 30th & May 1st-Charleston, South Carolina
May 8 & 9, 2025-San Diego, California

Immersive & Intensive Academy Level Training

- 2 Full Days
- Thursday & Friday
- Lunch Each Day
- Dinner Thursday Evening
- Subject Matter Expert Sessions.
- SMEs Actual Types Of Referral Partners
- All Content & Tools



Virtual Senior Care Sales Solutions Academy

Same Content, Same Tools, Subject Matter Expert Sessions Just As In The In-Person Academies.
Same Value Delivered Virtually



SENIOR CARE SALES SOLUTIONS ACADEMY

VIRTUAL

4 SESSIONS 4 HOURS EACH

- MAY 22ND, 2025
8:00AM PST-12:00PM PST
- MAY 29TH, 2025
8:00AM PST-12:00PM PST
- JUNE 5TH, 2025
8:00AM PST-12:00PM PST
- JUNE 12TH, 2025
8:00AM PST-12:00PM PST

BOOK NOW

WWW.SENIORCARESALES.COM

A silver laptop is shown from a three-quarter perspective, open. On its screen is the Senior Care Sales Solutions logo, which is a white square containing the same bar chart and arrow graphic as the logo in the first image. The laptop is set against a purple background with a pink horizontal band at the bottom. In the bottom right corner of the purple area, there is a small cluster of white dots.



- Lunch Each Day (Only For In-Person Academies)
- Dinner Thursday Evening (Only For In-Person Academies)
- Subject Matter Expert Sessions.
- SMEs Actual Types Of Referral Partners
- Expert Alternative Funding Solutions For Care Panel
- 25+ Focused Lessons To Increase Your Success As a Senior Care Professional
- 18 Tools You Learn To Use and Keep
- All Content & Tools To Keep

Immersive & Intensive Academy Level Training

Being successful as a Senior care sales professional is often not just about information rather implementation.

Implementation is a process:

Connect, Convert, Serve, Scale

Senior Care Sales Solutions Academy



**Connect Forward
Training**

Engage. Train. Retain.

Senior Care Sales Solutions Academy

- **Identifying & Cultivating Referral Sources and Attracting New Clients and Converting**
 - Senior Care companies can face significant hurdles in this area. These hurdles often stem from a lack of experience especially in marketing techniques and lead generation which is directly related to insufficient training and reinforcement as well as a lack of ongoing strategy, easily implemented tactics, and accountability.
- **Senior Care companies are unique in that there are two customers: the referral source and the actual prospect needing services.**
 - There is a wheelhouse of potential referral sources for these professionals, and it is important to know what is distinctly important to each and how to approach a zeroed in targeting method. During this training program you will learn about all the types of referral sources and what is important to each type of referral source not only from your instructor, but specifically from referral sources, “subject matter experts.”
- **Having this knowledge will accelerate your ability to successfully create collaborative partnerships with referral sources, your aptitude for holistically supporting Elders, and your overall success as a Senior Care Professional.**
 - We live in a time where there are 55 million people that are aged 65 + and this number is set to increase to 70 million in the next 10 years. Your role is of utmost importance to our Nations’ Elders, their families, and their advisors.



Senior Care Sales Solutions Academy

What You Will Learn

- Why is your profession important?
- What do you really sell?
- What is your Why and how to craft it, so it compels referral partners to work with you?
- How to create impactful compelling stories and use them as your question “pitch”
- Who are all your target referral partners?
- How to find the right kind of referral sources to grow your business?
- What is important to each one of them?
- How to market effectively to those referral sources?
- How do you provide reciprocal value?
- How do you pre-call plans and why is it important? I call this your marketing optimization tool.
- Was your interaction with a referral partner an advancement or a continuation and why being in this mindset is important?
- How much activity should you have?
- Creative ways to “get in the door”

- Role-playing
- The 5 Whys
- How to use the activity tracker and why it’s important?
- What is your existing messaging, and we will work together to fine-tune it?
- What is your social media strategy?
- How are you going to brand yourself?
- Learning the 5 Whys expanded and how to implement the 5 Whys framework with any type of referral source each time you interact with them
- Time mapping and time management so you can increase sales without sacrificing personal relationships
- Follow up strategy to build solid referral partners
- Train your referral partners to refer to you in the manner you know it increases likelihood of conversion
- Learn and implement the emotional intelligence approach when consulting with families
- Follow up strategy to close assessments
- Role playing
- Developing Open-ended questions and using them
- And more...

Bonus! Expert Alternative Funding Solutions For Care Panel



Expert Funding Solutions Panel

Alternative, Private-Pay Solutions for LTC

Long Term Care is a reality that everyone will eventually confront—either for themselves, a loved one, or both. Unfortunately, Long Term Care is a topic that people avoid and don't understand until one day a crisis throws them into a world for which most people are completely unprepared. Compounding the situation is the fact that most people don't think about how they will pay for care until they are confronted by a serious health situation for themselves or a loved one. Fortunately, there are a number of financial solutions available to seniors and their families that can help them address an immediate need to pay for care, despite not adequately planning. Agents and Advisors should be aware of these financial solutions, and how they can help families access them to pay for senior living and long-term care.

What are some of today's alternative options for private pay funding of long-term care?

LTC-Life Settlements to pay for Long-Term Care Benefit--A Life Settlement can be used to fund a Long-Term Care Benefit Plan which is similar to an HSA, Health Savings Plan. This LTC benefit Plan is an irrevocable Bank Account that is professionally administered with payments made monthly to long-term care providers. Policy owners that use a life settlement to enroll in the Benefit Plan are able to immediately direct tax-exempt payments to cover their senior housing and long-term care costs.

Veteran's Aide & Attendance Benefit—Veterans of active combat duty and/or their spouses are eligible to receive upwards of \$2,000 per month paid directly towards qualifying long term care service. Like Medicaid, the applicant must meet both medical necessity and income/asset level requirements.

Reverse Mortgage—Homeowners with little to no remaining mortgage balance that are age 62 or older can qualify to take a HUD backed loan against the home. To qualify the home must still be the primary residence and the loan must be paid back with interest and fees after the homeowner dies (typically through the sale of the property).

Annuities—There are a variety of annuities that can be used to secure money and guarantee a lifetime income stream specifically to pay for LTC on very tax-favorable conditions.

Senior Living Loans—Loans that can be secured specifically to pay for long term care services. These loans are unsecured by collateral and instead are guaranteed by family members (one or more). Interest rates are similar to a credit card.

The key to successfully navigating any care situation is to understand your financial options and understand what is available that can help people address a sudden and immediate need for care.





Expert Alternative Funding Solutions For Care

Chris Orestis, CSA is President of Retirement Genius, and is a nationally recognized financial, health/LTC, and retirement issues expert. He has over 25 years' experience in the insurance and long-term care industries and is credited with pioneering the Long-Term Care Life Settlement over a decade ago. Known as a political insider and senior issues advocate, Orestis is a former Washington, D.C. lobbyist who has worked in both the White House and for the Senate Majority Leader on Capitol Hill. In 2007 he founded Life Care Funding, in 2017 he founded the Life Care Xchange, and in 2020 he founded Retirement Genius. Chris Orestis is author of the books *Help on the Way* and *A Survival Guide to Aging--* with a third book *Retire Like a Genius* to be published in 2021. In 2019, Chris was named one of the twenty most innovative people in the insurance industry by the National Association of Independent Brokerage Agencies (NAILBA). He has been speaking for two-decades across the country about senior finance and the secrets to aging with financial and physical health and dignity. In 2019, Chris was named one of the twenty most innovative people in the life insurance industry by the National Association of Independent Life Brokerage Agencies (NAILBA). He has appeared in *The New York Times*, *The Wall Street Journal*, *CNBC*, *NBC News*, *Fox News*, *USA Today*, *Kiplinger's*, *Investor's Business Daily*, *AARP*, *PBS*, and numerous other media outlets, is a frequent columnist for *News Max Finance*, *Broker World*, *Think Advisor*, *IRIS*, and has been a guest expert on over 50 radio programs and TV appearances.

Specialties: retirement, insurance, life settlements, long term care, senior issues, funding programs, politics, senior living, lifestyle, retire like a genius, retirement genius



Expert Alternative Funding Solutions For Care

As Vice President of National Accounts, Carmen develops and supports a nationwide network of home care and other senior care providers for the Patriot Path Program. Carmen is responsible for these valued stakeholder relationships, identifying sales opportunities and developing comprehensive growth strategies for all parties involved.

Carmen's 20+ years of healthcare administration experience spans multiple levels of care from physician practices to renowned hospitals and rehabilitation services. Having an extensive consulting background and subject matter expertise in VA Aid and Attendance benefits for older adult care, she's a well-received speaker, podcast guest and presenter.

Carmen serves on the Home Care Association of America's (HCAOA) Veterans Affairs Committee and serves as a board member for the National Aging In Place Council, (NAIPC) with whom she co-wrote a book on senior care





Expert Alternative Funding Solutions For Care

Kelly Alisa ("Coach Kel") Rogers is a Certified Gerontologist & Strategic Business Manager.

With more than 28 years of experience working with seniors and their families and a background in both senior care and financing, it makes for a perfect fit to be with Longbridge Financial, Inc.

Kelly's drive in life is truly helping seniors and their families understand how they can afford the proper services and care they deserve to Retire Better!



Senior Care Sales Solutions Academy

Materials You Receive

- 40+ page Senior Care Sales Solutions Guide
- Business Development Planning Questionnaire
- Create Your Compelling Why
- Create Your Compelling Story and Question Centric Pitch
- Time Mapping/Time Management Tool
- SWOT Analysis Tool
- Marketing Optimization Blueprint
- Daily Accountability Success Trackers
- Podcast Reach Spreadsheet Of Locations To Post
- Covid Induced Complacency In Home Care Marketing Presentation
- Marketing To Home Health & Hospice Using The Care Team Approach
- How Best To Communicate With A Dementia Patient Presentation
- Recruiting Care Professionals From The Army National Guard
- Questions For Skilled Nursing Facilities
- Questions For Placement Professionals
- Questions To Ask An Assisted Living Community

- Developing and Selecting Key Messages
- Storylines
- Follow-up Email Template
- Intake Script
- Lead Your Audience To Action
- Prospect Follow-up
- The Presentation Is For Them Not You
- What Is Your High Value Message
- Business Growth Checklist
- Marketing To Legal/Financial Referral Sources
- To 5 Legal/Financial Referral Sources
- What Is Elder Abuse And How To Combat It Presentation
- Diabetes Awareness Presentation
- Aging In Place Presentation
- Performance Improvement Plan
- Message Templates For Legal/Financial Referral Sources



Senior Care Sales Solutions Academy Testimonials

"Connect Our Elders is a wonderful organization Sarah is building. It is based on creative yet proven solutions. I've been watching and participating in Sarah Barker's webinars for a long while. Therefore, I registered for her Connect Forward Training: "Senior Care Sales Solutions Academy" which was intense and covered a ton of material quickly. Sarah brought in the best Subject Matter Experts; people who have real heart for their profession as well as very high ethical standards. She paints a vision and helps the participants paint their own visions of how to properly build business for the long term, make a difference, and convert to a mindset. This is a mindset which understands what it really takes to properly serve as well as respect our elders and individuals who require excellent care management, homecare, and other related needs. We are the frontline and therefore usually the very first point of contact when a whole new paradigm of achieving life's goals hits a family. Sarah demonstrates doing what everyone else does might barely function, but it isn't the level of professionalism our clients, prospective clients, families, and referral partners call us to and even will demand for the long haul. Sarah is an excellent person to work with and a true professional."

"I'm so happy that I made the trip although it was a short visit, I would've liked to see more of San Diego, I was thrilled to be able to learn so much that I can use from your training. Now we have a system to go back and easily set up to help our marketers close our back door, organize and professionalize our intakes and identify our strongest referral sources and focus on gaining more referrals from them. The work that you have put into these training modules is immense! Chock full of golden nuggets. And the speakers were amazing! I've walked away with so much that will set us up for more success, more connections and more revenue and it couldn't have come at a better time with our growth into Charleston, SC."

"Highly recommended!!! I've been in the industry for 17+ years. I love my job, but I started to get that feeling of "being stuck". With Sarah's academy, I got a boost of confidence and motivation. Now my WHY feels solid again, I can see things with a different perspective which will allow me to provide the best possible service for my referral sources and clients. If you're a Home Care Owner, send ALL your office staff to Sarah's Solutions Academy."



Senior Care Sales Solutions Academy Testimonials

"Sarah Barker is a standout in her profession. Her Connect Forward Training Program has not only taken our business to another level of growth but has really shaped the way our staff has been able to drive business through developing solid, meaningful relationships. She's not afraid to get into the nitty-gritty and talk about what's standing in peoples' way of success. I have worked with Sarah in numerous capacities and her heart for helping others succeed is one of the reasons I keep her on as a trainer/consultant for my company. She believes in empowering others to be successful, and I would say she firmly believes the only way to help each other achieve is by lifting each other up. Her program is unique in that it is designed specifically for care managers looking to grow their client base as well as home care organizations and senior placement agents."

"If you are a home care owner or senior care expert, you must attend this conference. This lady is one of the few who understand marketing healthcare with experience, extensive knowledge and heart. Compassion drives people who choose the path of healthcare and in marketing it can seem counterintuitive, but Sarah makes it easy for marketers to know that marketing your health care business helps those who need it and are better for it."

"I highly encourage anyone in home care with a desire to further their elder care advisor or business development skills to attend future academies with Sarah Barker. We learned so much that will propel Clear Path Home Care forward to help so many more individuals and families age in place successfully. Thank you, Sarah, for your knowledge, skill, and educational leadership!"

"I have known Sarah for years. She is an innovative and highly creative sales and marketing expert with deep domain experience in the Care industry. When we worked together, I came to see her dedication and her creative ability to work with clients with differing needs. Now as a consultant, she has broadened her skills to enhance brand and sales capabilities for her clients. I continue to be impressed at her focus and humility - and her willingness to work through problems and find terrific solutions. She is really one of the best."



Senior Care Sales Solutions Academy Testimonials

"I attended the Senior Care Sales Solutions Academy. I have been in the healthcare industry, previously (hospital admin), moved into Higher Ed for the last 8 years and am now back into the healthcare world, in Home Care. To say I was excited to learn from this experience is an understatement, however I walked away with a head full of knowledge, heart full of compassion from the experiences that were shared around the table and a soul even more on fire to help our aging population. I learned things that I am implementing into my conversations and my actions daily. This academy is set up in an intimate setting with each class being small and literally sitting around the table together, listening to the highly accredited guest speakers from different areas of Home Care and elderly care solutions. The back-and-forth conversations, the question-and-answer sessions, the in-depth collaboration that takes place during the class is worth more than you could ever pay and receive in just a monetary transaction. This was such a unique and fulfilling experience that it should be on the list of every Home Care owner's, every Senior Care company's agenda and yearly budget to send their employees and themselves to. It's part education, part humbling and part gospel, you will leave feeling like you got a Masters degree in Senior Care Sales Solutions and attended a tent revival at the same time, that's how on fire you will feel leaving.

"Sarah provided me with the Eldercare background and training that I needed to feel confident conversing with clients and their families, referral sources, and other key personnel. It helped me accelerate my sales right out of the gate!

"Sarah Barker's experience & perspective she brings to any challenge, is the SPECIAL SAUCE that will bring you and your team's sales productivity to next level greatness. As a seasoned sales professional who's had the pleasure of serving our senior population for over 25 years, I found Sarah's approach to my personal sales growth to be unique, extremely helpful and motivating. Yes, you CAN teach an old dog new tricks, and Sarah has the unique skill set to help you realize it. I feel so blessed to have met Sarah and count her now as a trusted friend and colleague. I highly recommend Sarah as both a stellar human being as well as an excellent sales trainer from whom you & your team will glean much knowledge!"-



Senior Care Sales Solutions Academy Testimonials

"We (my Sales Director & I) had the privilege of attending the Senior Care Sales Solutions Academy in Georgia. It was a full class, with attendees from all around the US. It was a very engaging & energetic mixed class of both Owners & sales/marketers. I have attended many sales classes over the years & they are usually a 'top of the trees' view & perspective of ideas, how to's, forms, questions & answers, previous experience, etc. However, this was NOT that class. This was a hands on, deep dive with SME's relative to the class & how to apply the techniques, the info. It was one of the most comprehensive classes in sales/marketing that generated amazing dialogue, discussion on real & practical solutions & created an energy & enthusiasm from the professionals in the room. Thank you, Sarah, for all your efforts, the SME's that you brought in, all the data & materials you provided & the amazing class that was there. If you or your team have the chance to attend one of Sarah's classes, I would highly recommend it. The knowledge you will gain & the opportunity to grow personally & professionally is totally worth the investment. Thank you! Thank you!"

I was so impressed with Sarah and her presentation. The material provided a wide range of information and included industry specialists from each field. The program allowed for attendees to have open discussions on their experience and challenges within their territory as well. We all came away feeling refreshed and feeling like we learned information that could be helpful as we build our companies.



Senior Care Sales Solutions Academy Testimonials

“Sarah has been an invaluable advisor to me in hiring and coaching a new business development team. In addition, after completing her sales academy, my team member, who was completely new to the industry, walked away with the confidence and expertise of a tenured Senior Care Advisor. Sarah provides practical tools, enabling your team to establish habits that drive results. She treats your business and your goals like her own and is truly committed to helping her students grow professionally and meet their KPIs. I highly recommend her academy as well as her ongoing consulting services.”

“My partner Howard and I attended the Senior Sales Solution Academy to learn how to accelerate referrals in the Atlanta Market. Sarah gave us a totally different lens about our market; we came away excited about serving referral partners.

Our time was very well spent, and we feel really good about our return on investment. We doubled our number of billable hours in the month following the Academy, so you know we were able to apply the new strategies immediately to realize results!”

“I highly recommend Sarah's Senior Care Sales Academy Training! After graduating from your training, I'm feeling so inspired, focused and ready to elevate our industry to Collaborate with our Senior Care Professionals so we may all contribute to helping our seniors age with dignity, respect, love and having some fun 🥳. I walked away with actual tips and tools that I can execute to be and do better at my job as a Senior Care Advocate.”



Senior Care Sales Solutions Academy Testimonials

“Sarah is a tremendous teacher and coach, and her Senior Care Sales Solutions Training Academy has helped my team transform our business by making us more accountable and effective. Sarah's experience in the senior industry makes her uniquely qualified to help her clients and students convert their passion and caring for seniors into increased productive activity, which allows them to serve more seniors. I highly recommend Sarah as a teacher, coach, and mentor and am grateful for her assistance.”

“Sarah is a strong leader with passion, discipline, and strategy to drive success. She is an excellent communicator, connecting people with enthusiasm, empathy, and curiosity. She is a great asset to any organization, demonstrating her ability to develop strong business partnerships, create successful marketing campaigns, and implement practical training and coaching programs. She is a true professional who delivers on her promises. I highly recommend Sarah for any professional endeavor. Sarah genuinely Cares!”

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Senior Care Sales Solutions Academy Testimonials

Attending Senior Care Sales Academy gave me an energy boost I needed to get back on track with my business goals. Sarah presented GOLDEN knowledge and tactics you could hear was based on experience. Want a legit business to best serve the Elder community? She will give you tactics for navigating the Senior Care industry, healthcare coverage options, gaining solid community partners, and earning clients. Invest in gaining knowledge and resources from an Industry Changer. Her academy is 100% worth the time and financial investment!

Sarah is SO knowledgeable when it comes to the senior living industry. She truly goes above and beyond to ensure that everyone who is apart of her classes have a full understanding of home care and the resources that we can partner with to provide the family with information needed. Highly recommend attending!

Sarah's academy was a great experience to learn more about home care and how it blends into my work as a Seniors Real Estate Specialist (SRES). The knowledge and experience she brings is just what this the Elder Care industry is thirsty for. She educates, She advocates, and brings in other valuable industry partners for more education! I look forward to learning more from her expertise!



Senior Care Sales Solutions Academy Testimonials

Sarah is wealth of knowledge! She is passionate about what she does and helping people achieve their sales goals. Myself and others from my team have attended her sales training and have been impressed with her genuine, down to earth approach. Not only is she a great teacher but she also believes in giving people ample tools and resources to help them succeed. I would highly recommend Sarah if you are looking for training or new ideas in the sales arena.

I can't say enough about Sarah and The Senior Care Sales Academy. I highly recommend it to both seasoned and new marketers alike. It was two days chock full of stimulating conversations and creative and insightful strategies, solutions, and tools. Sarah and her group of guest field experts listen as much as they engage. The experience and expertise levels are clear. I found the binder of handouts more than useful. The course was well organized and structured which made the days fly by. I highly recommend the optional dinner if able. It was an amazing space and time to network and unwind with Sarah and the other attendees. I'm certain my experience was elevated by my entire team being present, I'd recommend it as a shared experience if able. You will leave this experience empowered and armed with so many new tools that you will have to decide which ones to use first for months to come. Sarah is a naturally gifted teacher and presenter. It was easy to dive deeply into multiple topics with her. Run, don't walk to take this course. Our team was more than impressed and pleased with the experience.

I would highly recommend taking Sarah's Senior Care Sales Academy course. She is extremely knowledgeable in the field, and I learned so much from her! I have implemented many things that I have learned in her course in my day to day and I am seeing success already. She is easy to talk to, and answers any questions you may have, in detail to help you become as successful as possible in your business. I will continue to use Sarah as a resource in the future, as she always reminds us that she is available if we need anything, and trust me, she means it!



Senior Care Sales Solutions Academy Testimonials

Where do I begin? Suppose you are new to the senior care industry, responsible for managing a team in this space, or are already working in senior care and merely want to brush up on your knowledge. In any case, you NEED to sign up for the Senior Care Sales Solutions Academy. As someone with ZERO industry-specific experience, the academy has been vital to my ability to confidently do my job, despite being less than 2 months into the role. Sarah's knowledge and experience, coupled with the broad range of presenters and guest speakers that were brought in, allowed for a well-rounded and holistic learning experience. Plus, the fact that Sarah makes herself readily available to her students only furthers your confidence and comfort in learning new materials. 10/10 Highly Recommended!

I've worked in the home care industry for nearly two decades, running my own business for 11 of those years. I was on the verge of shutting down and taking a break, but Sarah Barker and her Sales Academy training reignited my passion and purpose. Her unique and innovative approach to sales training is unlike anything I've encountered before. After the training, I was inspired to start anew and promptly hired two new business developers. I'm proud to share that within the first month, one of our business developers, who had no prior experience in home care, successfully implemented Sarah's strategies and secured her first case, which was a 24/7 case. I've since put five of my staff members through her trainings. Sarah's methods are effective! Whether you're a newcomer to home care or someone like me who has been feeling burnt out and defeated, Sarah has the ability to reignite that spark. Honestly, if it weren't for her training, I might have shut down my business. A mere thank you doesn't suffice. Sarah, you've recharged all of us at United Care - we all feel profoundly grateful to you.

Sarah hosted a Senior Care Sales Solutions course on 4/11 & 4/12 2024 at the Elks Lodge in West Palm Beach, this Academy is amazing. Sarah and Welcome Back Home Care also have marketing calls with Sarah on a weekly basis and see huge value since we started working together.



Senior Care Sales Solutions Academy Testimonials

Sarah's years of experience shines throughout her entire training. Sarah uses real world experience and adds a tremendous amount of value to her trainings. I was fortunate to take her Senior Care Sales Solutions Academy in person in San Diego. Not only did I walk away motivated to get back to work, but I was also inspired to help families. Sarah's true passion shows as she is always looking for ways to improve and serve the public. I would definitely recommend her services to anyone looking for guidance and/or a sense of direction

Sarah is one of a kind! She takes her knowledge & expertise then shares it with everyone without holding back. I've had the pleasure of not only working with her but seeing her grow personally and professionally over the years. She is smart, kind, personal, attentive and accountable! Sarah is full of integrity and is passionate to see not only seniors, but people get the help and care they deserve. I have seen her give all she has to whatever she is putting her hand to. She is a connector of people to people and people to resources that benefit them. If you haven't had the pleasure of working with or partnering with Sarah in some capacity, don't miss the opportunity to do so! To summarize - I not only recommend Sarah, I think you'd be foolish not to take time to know her and/or work with her. 🙌

After being in this industry for nearly a decade, it is always fascinating to realize how much there is still to learn. I was fortunate enough to attend Sarah's workshop and I'm so glad I did. She is extremely professional and knowledgeable. After the two days I was shocked about how much I was able to get from her course. I highly recommend attending Sarah's training whether you've been in this industry for 20 years or 20 days. Well worth the investment!



Senior Care Sales Solutions Academy Testimonials

Sarah is a tireless professional who care about her clients. That passion is apparent in all that she does. She is a natural connector which has been a real asset to me. I was looking for help to transition clients from their home into a senior residential community and she immediately knew who to connect me with (in the area we were looking) but was also part of the first call to make sure everything came together. Do yourself and your clients a favor and become more familiar with Sarah's work, it'll benefit you & your practice.

Sarah is AMAZING and I LOVE working with her. She has a proven track record of business development herself, before she started her organization, and now a proven track record of training and developing people to give results! In our time together she has helped me grow and understand what business development is all about. She is the type of coach that will hold your hands where needed, give you measurable goals along with a plan on how you can accomplish them, and hold your feet to the fire when necessary. Her outside of the box thinking and approach to weekly calls, how to do your research, and targeting accounts is special, and she knows how to grow even the toughest relationships. If you have the opportunity to work with Sarah, DO IT! I can guarantee you will be better for it, and your business will benefit immensely. Thank you, Sarah, I know after working with you that some of your genius have rubbed off on me 😊

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Senior Care Sales Solutions Academy Testimonials

Sarah is wonderful. She has a heart for SERVING seniors and helping agencies do the same. I have known Sarah for a while, and she really gets it. She takes the time to really know each person she interacts with on a personal level. She has the knowledge and expertise in this industry to help move your agency towards growth. I highly recommend attending one of her Sales Academies (or invite her to your state to have one of your own) to hear and learn how to make you and your agency grow and thrive. Not only is she great with her knowledge about sales but she is also genuine person that cares deeply for those she works with. In the busy industry of Home Care, she is one of the best out there! Keep it up Sarah!

Sarah led a training I attended a couple of weeks ago. I am very new to my position, so naturally, I was the shyest person in the room... I had many feelings of inadequacy as I stepped into the training that morning. There were so many people that had so many amazing experiences in the room. It all was a little overwhelming as I sat down. Sarah immediately made me feel seen and heard as she began her first seminar. I remember her saying that the most approachable people will always sit toward the back of the room. When I spoke out loud, she gave me kind feedback and made me feel like I truly can do this! I walked into the training nervous and unsure of my capabilities and walked out of training feeling empowered and hopeful for my future as a home care consultant. I didn't realize at the time that I already possessed the qualities needed to succeed in my field. Through this training, I came to the realization that I might just be the perfect person for this position after all... Sarah gave me the tools and encouragement I needed to hit the ground running once I returned to work. I could not recommend her enough!!



Senior Care Sales Solutions Academy Testimonials

Sarah was a standout speaker at our annual franchise meeting, so I knew I wanted to work with her to develop my brand and operate efficiently as a marketer/owner. She has already exceeded my expectations in terms of support, resources, ideas, feedback, and we've only just begun. I get the sense that she genuinely cares about my success. I think anyone regardless of where they are with their brand development and marketing confidence would benefit from her coaching. Highly recommend!

I had the privilege of attending the Senior Care Sales Solution's Academy, and I cannot speak highly enough about the experience. Sarah, the owner and lead instructor, is truly exceptional. Her deep expertise and engaging teaching style made each lesson both informative and inspiring.

Sarah's ability to break down complex sales strategies into actionable, easy-to-understand steps was remarkable. Her dedication to ensuring every participant grasped the material was evident in her personalized feedback and the tailored support she provided throughout the program. Her passion for sales and commitment to our success created an environment that was both supportive and motivating.

The knowledge and skills I gained from Sarah's Academy have been invaluable, equipping me with the tools needed to excel in my sales career. I wholeheartedly recommend the Senior Care Sales Solutions Academy to anyone looking to elevate their sales skills under the guidance of a truly outstanding mentor!!!



Senior Care Sales Solutions Academy Testimonials

Sarah is a brilliant connector who brings heart centered people into her Senior Sales Academy. If you are looking for ways to connect and stand out in the Elder Care and Home Health Industry this training is vital to your success.

☀️ **Grateful, Thankful, and Blessed!** ☀️

I'm thrilled to share that I had the incredible opportunity to attend Sarah Barker's Senior Care Sales Solutions Academy. It was an enlightening experience filled with valuable insights and practical strategies that I'm eager to apply in our work. A heartfelt thank you to Sarah Barker for her dedication to advancing senior care sales and for providing such a transformative learning environment. The knowledge gained and connections made are truly invaluable. Looking forward to leveraging these new skills to make a positive impact in our field!

Sarah is one of the most knowledgeable and creative marketing professionals in the senior care industry. She brings a wealth of personal and professional experience to the table. She also brings in her vast network of other like-minded professionals to support her training programs. I had the pleasure of participating in her recent Virtual Senior Care Sales Solutions Academy and, WOW!, was I blown away with her insights. I have already implemented several of her suggestions and am seeing results. She also has a non-presumptuous approach and guides each student's unique situation and opportunities. I look forward to working with Sarah on any project and ensuring we are pushing our business growth off the charts!
Thank you, Sarah!



Senior Care Sales Solutions Academy Testimonials

The academy provided by Sarah is EXCEPTIONAL!! There were many “take aways” and happy I finally made the decision to attend for myself and my employee. Highly recommend for anyone needing to refresh or at beginning stage in helping seniors. Thank you, Sarah!!

Sarah is extremely knowledgeable and presents her material in a way that everyone can learn from. Her Sales Academy is 100% worth the investment. Even if you're a seasoned professional, Sarah has a strategy that can take you even further.



I attended Sarah's Senior Care Sales Solution Academy last week and came away, utterly amazed. I was impressed with her passion, energy and knowledge of this industry. Not only would I recommend her academy. I would advise anyone to reach out to her with questions you may have on advancing your career and business. She provided so much quality and depth on how to advance in the industry. And most importantly what I learned is that she actually cares about what she does for a living and cares about the people in the communities. I'm sold!

I would highly recommend Sarah to anyone, even if you're a seasoned sales professional. I guarantee you will learn something from her! I've been in sales for 31 years and gained so many new tools from her. Sarah is one of the most (if not the most) knowledgeable professionals in the senior care industry. She brings a passion to senior care that is second to none. I learned SO much valuable information from her Sales Academy and am continuing to learn and grow through her mentoring sessions. Sarah goes above and beyond and I'm so glad she is sharing her light and passion with the world!



Cost Per Student

Early Bird

Ends 10 Days Prior To Academy Start Date

\$797.00 Per Student

Regular

\$997.00 Per Student

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