

## 5 steps to shortening the sales cycle

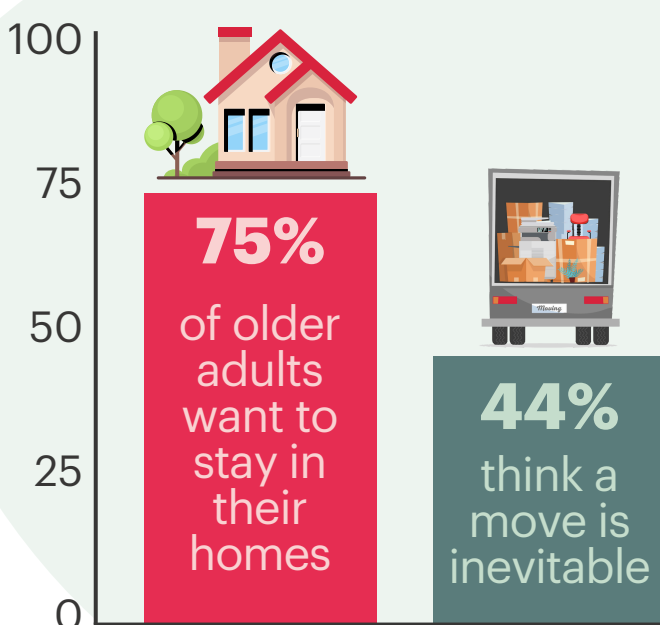
The fastest growing demographic in the U.S. is people 65 and over.



**71.6M**  
by 2030<sup>1</sup>

**62.7M**  
in 2025<sup>1</sup>

AARP's Home and Community Preferences Survey showed:<sup>2</sup>



<sup>1</sup> Castroverde J. Portes R. 1 in 5 Americans to be 65 years or older by 2030. S&P Global. November 14, 2024. Accessed February 13, 2025.

<sup>2</sup> Lohmeyer S. Older Adults Want to Age-in-Place, But Don't Expect They'll Be Able to. AARP. December 10, 2024. Accessed February 13, 2025.

Deciding to make a move to senior living can take months — or years. So how can marketers go from brand awareness to move-in faster?

With precision targeting and lead nurturing.

### Five ways to shorten your sales cycle:



#### 1 Analyze your data.

Try to identify trends related to:



- How long it took your residents to make a decision
- What your drop-off rate is after each touchpoint
- Whether any marketing channels perform better than others

**2**

#### Segment your audience.



Well-defined groups based on demographics and behavior allow you to create touchpoints that address their pain points and challenges.

**3**

#### Create targeted content.



Connect with your segments in preferred channels. And be sure to reflect their interests, needs, and concerns in your messaging.

**4**

#### Use automation.



It reduces the time it takes to nurture your leads and helps ensure that no follow-ups fall through the cracks.

**5**

#### Get personal.



Digital outreach is great, but nothing beats the human touch. Connect with your leads one-on-one in phone calls and video chats.

**Great work made easier**