



# Serenity in the Sales Process

## BEFORE THE TOUR:

- ✓ Log into Serenity and post a welcome message to a device you will show during the tour.  
Example: "Welcome to [Community] Mr. James Dean! We are happy you're here!"
- ✓ Identify a Resident who loves the Echo and will share why

## WELCOME PACKET PREPARATION:

- ✓ On Tour: Share Tour Marketing Collateral
- ✓ On Move-In: Share Family Calling Instructions, Echo Resident Cheat Sheet, Echo Quickstart Guide

## DURING THE TOUR:

- ✓ Demonstrate the device during the tour (highlight at least 3):
  1. "Echo, check me in" (Independent Living), then explain the dynamic check-in report
  2. "Echo, notifications"
  3. "Echo, what's for dinner?"
  4. "Echo, call help!" (Ensure front desk is available to answer)
- ✓ Ask previously identified Resident to share the impact of the Echo device for them (it's ideal if they have a story about calling for Help.)

## AT AGREEMENT SIGNING:

- ✓ Share Family Calling Instructions and Resident Cheat Sheet
  - Notate in CRM system if Echo impacted resident/family decision

## NEW RESIDENT ROOM SETUP:

- ✓ Place correctly associated Device in Apartment, plug in, connect to WiFi (if needed)
  - In Serenity Support channel, post the apt # and a photo of the bottom of the device
  - NOTE: If no device assigned to apartment, use a device labeled "Extra Device"  
*(If you need additional "extra" devices, request more in the Serenity Support channel)*

## RESIDENT/FAMILY SUPPORT:

- ✓ Echo Ambassador Coordination: Contact ambassadors to assist new resident instruction
- ✓ Family Calling on Echo: Provide family information in "Family Calling on Echo" Channel

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## Questions or issues?

Message in channel: #SerenitySupport – OR – Email: [support@serenitysmart.com](mailto:support@serenitysmart.com)

