Integrating Echo into Sales Tours

A Complete Guide for Sales Directors

Executive Summary

Transform your prospect tours by showcasing the Echo device as a premier differentiator that tangibly demonstrates your community's commitment to resident independence, safety, and connection. This guide provides a systematic approach to naturally incorporate Echo demonstrations throughout your tour process.

Pre-Tour Preparation

Technology Setup Checklist

Mobile Device Preparation:

- Log into the Serenity app on your mobile device before prospects arrive
- Post a personalized Welcome message to the device in the apartment you will be showing today. (i.e. “Welcome Mr. and Mrs. Jamison. We hope you enjoy your visit with us today.”)

Marketing Materials: Ensure your marketing folder contains:

- Smart Community Overview
- Resident Quick Start Guide (8x5 booklet)
- "Try Saying..." reference postcard

Staff Coordination

Identify Your Echo Champions who can authentically share Echo experiences. There are a few suggestions in the Appendix.

The Tour Experience

Opening Hook (Front Desk Area)

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The Tech-Forward Introduction: "Before we begin exploring our community, I want to point out something that sets us apart. We're not just a senior living community—we're a smart community designed specifically to enhance independence, safety, and connection with supportive technology.

Model Apartment Demonstration

Setting the Scene: "This Echo device serves as your personal communication hub and safety companion. Let me show you how it works in daily life."

Core Demonstrations:

1. **Daily Check-In (Independent Living):**
    - "Echo, check me in"
    - *Explain:* "This simple daily check-in gives you and your family peace of mind while maintaining your independence."

2. **Community Connection:**
    - "Echo, what's for dinner tonight?"
    - *Point out the rotating information display*
    - *Explain:* "Stay connected to everything happening in your community without having to call the front desk or walk down to check bulletin boards."

3. **Notification System:**
    - There should be a yellow line indicating a new notification (this is the personalized Welcome message you sent earlier)
    - Say "Echo, read notifications"

4. **Family Connection:**
    - *Explain video calling capabilities*
    - "Your family can video chat with you directly through Echo, and you can connect with other residents too. It's like having your loved ones right here with you."

5. **Safety Feature (The Closer):**
    - "Echo, call for help!"
    - *Pause for impact*
    - "This is perhaps the most important feature you won't find at other communities. 24/7 immediate connection to our staff for any emergency or concern."

Throughout the Community

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Natural Integration Points:

Activity Areas:

- Talk about how the Activities Director demonstrate event notifications
- Show music and timer functions during actual activities
- Highlight accessibility features for residents with varying tech comfort levels

Common Areas:

- Introduce resident ambassadors naturally
- Let them share genuine experiences with Echo
- Focus on independence and family connection stories

Dining Areas:

- Demonstrate menu inquiries
- Highlight communication with dining staff

Compelling Messaging Framework

Key Value Propositions

Independence: "Echo helps you maintain your independence by keeping you connected and informed without relying on others."

Safety: "With our exclusive 'call for help' feature, you have immediate access to assistance 24/7—something you won't find at traditional senior communities."

Connection: "Stay connected to family, friends, and your community through technology designed specifically for your lifestyle."

Convenience: "Get answers, stay informed, and manage your day—all through simple voice commands."

Competitive Differentiators

What Makes This Special:

- "Purpose-built for senior living—not just consumer devices"

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- "Integrated with all community services and staff"
- "Professional monitoring and support included"
- "Family can participate in your care and connection"
- "The only community in [area] offering this level of smart integration"

Closing the Tour

The Final Impact Statement

"As you've seen today, we're not just offering you a place to live—we're offering you a smart community that enhances your independence while providing the safety and connection you want. Our Echo integration isn't an add-on or an afterthought. It's built into everything we do because we believe technology should work for you, not the other way around."

Next Steps

- Offer hands-on Echo trial during decision period
- Provide family demonstration for adult children
- Schedule follow-up with Activities Director for tech comfort assessment
- Arrange resident ambassador coffee meeting

Quick Reference Cards

Essential Echo Commands for Tours

- "Echo, check me in"
- "Echo, what's for dinner?"
- "Echo, read notifications"
- "Echo, call for help!"
- "Echo, what activities are happening today?"

Troubleshooting Common Questions

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"Is this just like Alexa?" "Great question! While it may look similar, our Echo is specially designed for senior living with features like emergency help calling and integration with all our community services."

"What if I'm not tech-savvy?" "That's exactly why we chose this system. You just speak naturally to it—no buttons, no apps to learn, no complicated setup."

"What about privacy?" "Privacy is paramount. The device only activates when you say 'Echo,' and our staff manages all the technical aspects for you."

Remember: The goal isn't to demonstrate every feature, but to show how Echo naturally enhances the lifestyle your prospects are seeking. Keep demonstrations authentic, brief, and always tie back to independence, safety, and connection.

Success Metrics & Follow-Up

Track Your Results

- Echo demonstration impact on tour-to-application ratio
- Family member interest and engagement during Echo explanations
- Resident ambassador feedback effectiveness
- Most compelling Echo features by prospect demographics

Continuous Improvement

- Regular staff training on new Echo features
- Resident story collection for future tours
- Technology update briefings for sales team
- Prospect feedback on Echo demonstration effectiveness

Activities Director:

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- Shares how they post activity notifications and updates
- Shares how they use Echo as event timer and music player

Resident Ambassadors:

- Identify 1-2 residents willing to share their experience
- Schedule them to be in common areas during tour times
- Brief them on key talking points about independence and safety

Front Desk/Concierge:

- Explains mail and package delivery notifications
- Demonstrates emergency "call for help" response
- Shows how they answer resident questions through Echo

Housekeeping Team:

- Sets cleaning day reminders for residents
- Asks about daily activities
- Plays music during cleaning visits