



Bild  
(Case Study 1)  
Final for Programming (Fully edited on 1-25-2018 @ 2:08 p.m.)  
1-25-2018

## How Sales Accountability Helped One Operator Increase Projected Annual Revenue by \$4.5 Million

To drastically improve your top-line revenue, you need more than a sales infrastructure. Your operation also needs **sales accountability**. Discover how sales accountability empowered one Midwest operator to achieve a seven-figure win in projected annual revenue.

### The Challenge

Based in the Midwest, this senior living operator had a portfolio of less than 15 properties. And even though the organization had operational stability, traffic was low and occupancy was struggling.

One important reason?

To begin with, the organization lacked a systematic way of increasing occupancy and top-line revenue. However, the organization's challenges went much deeper than that.

**Throughout the operation, there was no regional support for the site-level sales teams.** Instead, this responsibility fell to the regional directors of operations—and the priority of growing occupancy took a back seat to delivering resident services.

### The Bild Solution

This Midwest operator realized its trajectory was unsustainable and agreed to let Bild assume the responsibility for increasing occupancy for over one-third of its portfolio.

For about 12 months, we helped our client implement the Bild Sales System—a proven infrastructure for converting inquiries successfully, providing personalized tours, and effectively closing leads.

We also addressed our client's inadequate sales pipeline—empowering the communities to launch lead generating events and referral outreach to increase foot traffic and qualified prospects.

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**But even more importantly, Bild & Co provided some much-needed sales accountability.**

Filling in the gaps for our client's nonexistent regional sales team, we set clear expectations for the properties in our care. We established sales goals, monitored conversion metrics, directed time management, and focused on improving sales skill sets.

## **The Top-Line Revenue Results**

Our client's numbers reveal what the Bild Sales System—backed by sales accountability—can achieve.

After approximately one year, we empowered our client to...

- Grow occupancy by an approximate average of **23.9% across the coached communities.**
- Rapidly secure deposits for a new development—igniting a stagnant lease-up to gain nearly **60% occupancy in less than seven months.**
- Win **\$4.5 million in projected annual revenue\*** for one-third of the properties.

Ultimately, our client achieved these results because the solution *went beyond* teaching the properties a system for success.

Rather, our client *established the accountability needed* for long-term sustainability—cultivating a sales environment that reflected their operational excellence and created improved stability.

## Ready to Partner to Improve Your Mission & Margin?

CTA Button: [Contact Us](#)

\*This number is calculated for each community by multiplying the unit increase by the average rent rate of the community for a 12-month period.

