AGING IN THE
COMFORT OF HOME®

DEALERSHIP ACTIVATION

Definition:

A comprehensive onboarding and lifecycle experience map outlines what a dealer sees, feels, and receives from the moment they first get engaged to long after they launch.

Focus Areas Include:

- Emotional spark and first impressions
- Landing page experience and consult flow
- Onboarding, mentorship, and first 30 days
- Long-term support, recognition, and brand engagement

Purpose:

To ensure dealers feel seen, supported, and successful at every stage—creating legacy-level emotional commitment and brand loyalty.

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1. Emotional Awareness Spark

Goal: Create emotional resonance with prospective dealers using grassroots methods that build trust and curiosity—without high-budget advertising.

Every great journey begins with a feeling. For us, it's the moment someone sees an aging parent, a neighbor with mobility challenges, or a home that needs care—and thinks, *"I could* *help with that."* This stage lays the emotional foundation through warm, visible, community-driven outreach.

Focus: Spark interest through authentic visibility on free, high-trust channels.

Tactics:

• **Google Business Profile:**

- Upload warm, emotional imagery of safe home environments
- Add Q&A tabs like "What is a Home Safety Evaluation?"
- Feature services like Alzheimer's Modifications or Mobility Solutions
- Collect early reviews from trusted local contacts
- Include emotional quotes as captions (e.g., *"It's the chair Dad never gave up..."*)

• **Social Media (Organic):**

- Share stories, before/after visuals, and emotional carousels
- Join caregiver and local Facebook groups to comment and connect
- Use reels to showcase home upgrades in action
- CTA example: "See how we're helping families age in place—schedule your free safety walkthrough."

• **Email Campaigns:**

- 3-part emotional welcome sequence (The Mission → Real Stories → First Step)
- Embed short testimonial video (Zoom or Loom)

• **Local Events & Referrals:**

- Attend senior expos, chamber events, or church-based wellness fairs
- Hand out branded checklists and one-pagers
- Partner with senior centers, PT/OTs, or pharmacists for walkthrough opportunities

• **SEO + Storytelling Blogs:**

- Write story-based posts like:
    - "Helping Grandma Stay Home—Without Remodeling Everything"
    - "From Falls to Freedom: Why Accessibility Matters"

- Include consultation stories and emotional quotes

Tools:
- Google Business, Canva, Meta Business Suite, AWeber, Webflow CMS, Zoom

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2. Clickthrough → Dealership Landing Experience

Goal: Convert early curiosity into meaningful exploration through an emotionally guided, brand-aligned landing experience.

After awareness is sparked, the next step is to invite potential dealers into a welcoming, informative digital space. The landing page serves as their first real look into what this opportunity feels like—visually, emotionally, and operationally. It should answer questions before they're asked, stir purpose, and offer a clear path forward.

Focus: Create a high-converting, emotionally resonant landing page that educates, inspires, and invites deeper engagement.

Tactics:

Landing Page Components:

Headline & Theme:

- Example: *"Let's help them grow old together."*
- Use linen tones, large ADA-friendly fonts, and natural imagery (e.g., porches, intergenerational moments)

Mission-Centered Intro Video (Optional):

- 60–90 second Loom or Zoom video from the founder or territory leader welcoming visitors
- Touch on the problem, your story, and the "why now"

Opportunity Summary:

- Clearly explain the affiliate dealer model (no royalties, full training, own your brand)
- Highlight the benefits of service-based independence and mission alignment

Story Highlights:

- Add testimonials from existing dealers or real-life impact moments
- Use short pull quotes to reinforce emotional appeal

Lead Generation Form:

- Full Name
- Location (City, State)
- Email + Phone
- Short Field: *"Why does this mission speak to you?"*
- Upon submission, trigger automated email sequence and optional consult scheduler

Tools:

- Google Business, Canva, Meta Business Suite, AWeber, Webflow CMS, Zoom

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3. Engagement Tools & Emotional Education

Goal: Equip emotionally engaged prospects with the resources and answers they need to move forward with confidence and clarity.

Once someone explores the opportunity, we provide more than just information—we offer emotional validation, practical answers, and helpful tools that deepen trust. This stage transforms passive interest into informed engagement by answering questions with clarity and value.

Focus: Build trust through branded materials, educational content, and thoughtful digital experiences that reflect the mission.

Tactics:

Branded Flyers & Digital Brochures:

- Dealer Overview Packet (PDF)
- "Top 10 Signs a Home Isn't Aging-Ready" checklist
- Alzheimer's Modifications one-sheet

- Quote-driven emotional one-pagers
- All are optimized for print and mobile viewing

Visual FAQs:

- Short, clear PDF or webpage addressing:
    - Startup cost
    - Training & timeline
    - Support after launch
    - Tools provided

AI-Powered Dealer Assistant (Optional):

- Embedded chat interface answering questions like:
    - "What if I don't have remodeling experience?"
    - "Can I do this part-time?"
- Tone is friendly, supportive, and mission-first

Tools:

- Canva, Webflow CMS, ChatBot plugin or custom AI embed, Adobe Acrobat

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4. Lead Follow-Up Flow

Goal: Transition interest into conversation by building connection, clarity, and confidence through personal, timely follow-up.

After a lead submits the form, our next responsibility is to show them they've entered a relationship, not a sales funnel. This stage creates a bridge from digital exploration to human connection—using timely messaging, personal touchpoints, and emotionally grounded language to build momentum.

Focus: Nurture the lead experience through warm email flows, human contact, and consult readiness.

Tactics:

Automated Welcome Email Sequence (3-Part):

- **Email 1:** *Subject:* "You're One of Us Now"
    - Message: Gratitude, short video from the founder or regional leader welcoming them
- **Email 2:** *Subject:* "Let's Talk Next Steps"
    - Message: Intro to regional coordinator + 1-minute video on what to expect during a consult
- **Email 3:** *Subject:* "What You'll Love About This"
    - Message: Highlight community impact, personal flexibility, and emotional rewards

• **Dealer Coordinator Call (1:1):**

- Personalized intro call with a territory coordinator
- Begin by asking about their story and motivation
- Affirm shared values, and walk through the next steps only when ready
- Tag lead in CRM for consult status and follow-up

Tools:

- AWeber, Loom, Calendly, Zoom, HubSpot or Zoho CRM

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5. Personalized Consultation & Discovery

Goal: Hold a values-based conversation that affirms alignment, answers questions, and sets the stage for an intentional decision.

This is more than a consult—it's a conversation guided by empathy, purpose, and clarity. We're not here to sell but to listen, support, and share what this opportunity can look like in someone's life. It's the first step toward partnership, not pressure.

Focus: Create a welcoming space for dialogue about motivation, readiness, and the potential dealer journey.

Tactics:

1:1 Consultation Call (30–45 Minutes):

- Discover their "why" and what drew them to the mission
- Share the AITCOH origin story and real-world dealer outcomes
- Walk through what a typical journey looks like—from launch to local impact
- Discuss territory strategy, location fit, and startup investment
- Confirm alignment, readiness, and next steps, if applicable

Optional Post-Consult Welcome Kit:

- Printed emotional flyer ("Helping Families Age Where They Belong")
- Dealer Program postcard or product sample (e.g., Aging With Style™)
- Handwritten thank-you note
- Shipped within 48 hours to reinforce trust and legitimacy

Tools:

- Zoom, Calendly, Canva (print templates), USPS or third-party fulfillment, CRM for call notes

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6. Conversion to Dealer

Goal: Make the transition into partnership smooth, supportive, and affirming—reinforcing clarity and confidence at every step.

When someone chooses to move forward, it's not just a business decision—it's a commitment to purpose. This stage ensures the process of becoming a dealer feels organized, transparent, and deeply valued. Every step, from agreement to onboarding access, reinforces that they've joined something meaningful.

Focus: Clarify the partnership, provide immediate tools, and warmly welcome them into the dealer community.

Tactics:

Digital Agreement & Payment:

- Send dealership agreement via DocuSign or PandaDoc
- Include custom territory outline, onboarding schedule, and support contact
- Offer the opportunity to ask final questions before the signature

Welcome Email: "You're One of Us Now"

- Includes key contacts, support team introduction, and onboarding next steps
- Direct link to the Dealer Portal, Startup Checklist, and LMS access

Immediate Dealer Tools Access:

- Dealer Portal Login
- Marketing Toolkit (logos, flyers, templates)
- Step-by-step Startup Checklist
- Orientation video and LMS training modules

Tools:

- DocuSign or PandaDoc, Stripe or PayPal, Webflow LMS, Airtable or Google Drive, AWeber

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7. Onboarding, Training & First Steps

Goal: Equip every new dealer with the knowledge, tools, and mentorship needed to begin their journey confidently and clearly.

Once the agreement is signed, the real work begins—not with pressure, but with support. Our onboarding experience is structured yet human, ensuring each dealer feels personally guided as they prepare to serve their community. We focus on practical training, emotional grounding, and early momentum.

Focus: Deliver self-paced training, personalized mentorship, and a clear 30-day launch plan that builds early confidence and connection.

Tactics:

Online Training Modules (Self-Paced):

- Emotional-First Sales: Serving with empathy, not pressure
- Home Safety Evaluations: How to assess and recommend solutions
- Product & Service Knowledge: ADA upgrades, memory care, subcontractor coordination
- Suggested completion timeline: 1 week

Mentorship Call (Within First 10 Days):

- 1:1 call with a current dealer or coordinator
- Reinforce mission, answer questions, build early confidence
- Scheduled through Calendly; tagged in CRM for progress

30-Day Launch Plan:

- Daily content posting calendar (Facebook, Instagram, LinkedIn)
- 3 ready-to-post dealer announcements
- Email templates for friends, family, and professional networks
- Press release or outreach script
- Referral tracker to support early momentum

Tools:

- Webflow LMS or Teachable, Canva, Calendly, Zoom, CRM (Zoho or HubSpot), Google Drive

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8. Lifelong Brand Support & Retention

Goal: Sustain long-term dealer engagement through community, recognition, and continuous brand-driven inspiration.

The journey doesn't end after launch—it evolves. We keep dealers connected, supported, and inspired through seasonal campaigns, recognition programs, and meaningful community experiences. This ongoing support builds loyalty, reduces attrition, and turns a business into a legacy.

Focus: Reinforce purpose, celebrate impact, and strengthen long-term relationships within the dealer network.

Tactics:

Quarterly Story Spotlights:

- Share real stories of impact across the network
- Example: *"One dealer helped a veteran stay home after three surgeries."*
- Submitted via CRM or form, published via social and email

Seasonal Campaign Kits:

- Themed kits with flyers, posts, email templates, and referral materials
- Topics: Alzheimer’s Awareness, Aging in Place Week, Veterans Day, etc.

Legacy Awards:

- Annual recognition for dealers who embody the mission
- Categories: “Hearts in Action,” “Community Builder,” “Dealer of the Year”
- Presented via live stream or at in-person events

Annual Gathering or Virtual Summit:

- Live keynote from leadership, dealer panels, workshops
- Dealer event kits mailed out (optional: branded items, program guide)
- Strengthens national identity and community pride

Tools:

- Airtable or Google Forms, Canva, Zoom or StreamYard, CRM for submissions and tracking