

## **Seniors and Technology: Lessons Learned from the Shift to Virtual Selling**

As Covid-19 gripped the county and public health units instituted necessary precautionary measures retirement living organizations adapted technology to shift from a sales process traditionally rooted in in-person interactions to a virtual experience.

Our societal views of seniors and their willingness or capability to adopt technology sometimes clouds our judgment and preemptively stifles our creative thinking. These views, however, are outdated and misinformed and our recent experiences as we shifted to a primarily digital sales process has supported this. Our senior customers are willing and able participants, and technology has enabled not only the continuum of the sales process for isolated customers but also demonstrated the immense thirst for social interaction and engagement amongst our senior population in a digital setting.

The purpose of this session is to share how as an organization we shifted our mindset and in turn, shifted our processes to help our senior customers and their families navigate retirement living options and share best practices for use in other organizations facing similar challenges.