

Occupancy & Sales Optimisation

Empowering your care home to thrive

Mystery Shopping

First impressions matter. Our mystery shopping service provides valuable insights into your care home's customer journey, from initial enquiry to resident move-in. We uncover hidden opportunities for improvement and help you enhance your first impression, ensuring a positive and welcoming experience for potential residents and their families

What we offer:

- **Experienced Shoppers:** Trained professionals who blend seamlessly into your environment.
- **Detailed Reports:** Comprehensive feedback on all aspects of the customer journey.
- **Actionable Recommendations:** Practical solutions to address areas for improvement.



Sales Training

Your team is your greatest asset. Our sales training programme empowers your staff with the skills and knowledge to convert enquiries into admissions and build lasting relationships with residents and their families. We focus on effective communication, rapport building, and closing techniques, ensuring your team is equipped to deliver exceptional service and achieve your occupancy goals.

What we offer:

- **Needs Analysis:** Identifying your team's specific training needs.
- **Bespoke Training:** Customised programmes tailored to your care home's unique requirements.
- **Ongoing Support:** Continuous coaching and mentoring to reinforce learning.

Why Choose Spark Care?

Proven track record in occupancy and sales optimisation
Experienced team with in-depth knowledge of the care sector
Client-centric approach with a focus on results
Bespoke solutions tailored to your care home's specific needs
Let us help you achieve your occupancy and sales goals

Contact us today for a free consultation.

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