



Sarah
Burgess
Living

Are you ready for 2022?

Use the autumn to review and reset



Agenda:

- Considerations to help support robust sales & marketing planning
- How we have learnt from the pandemic
- Using data to inform
- Reviewing product and pricing
- Thinking Digital
- Staffing reboot and re-energise

Learning from the pandemic.

- Contingency planning
- Business continuity

Using data to inform planning.

- Budget and forecasting
- Be informed

Review pricing structures.

- Reset and re-visit existing locations
- Off plan - keep a sense of urgency



Product review.

- Suitability for market post pandemic
- Green spaces/outdoor areas

Think digital.

- Later Living audience - mindset
- Keep it relevant

Staff reboot and re-energise.

- Invest in your teams
- Staff engagement



Thank you

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