



SALES AND MARKETING ROUNDTABLE #281: After the Tour – Turning Interest into Action with Kiera DesChamps

Thank you to everyone who attended our latest Sales and Marketing Roundtable! To provide anonymity during the Roundtable discussion, participants and their communities will not be identified.

ABOUT OUR GUEST

This week on Varsity's Roundtable, we were joined by Kiera DesChamps, founder of KD Consulting Group and author of the new book *After the Tour*.

Kiera shared insights into the overlooked steps that truly drive occupancy after a prospect's first visit. Her discussion explored how emotional trust, logistical support and guided next steps can transform curiosity into confidence and interest into move-ins.



"After the tour isn't the end. It's the beginning of trust, transformation and action." (Kiera DesChamps)



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FRESH PERSPECTIVES

- **TURNING INTEREST INTO ACTION STARTS AFTER THE TOUR** – The real work begins once prospects leave the community. Families go home to emotional and logistical overwhelm, not disinterest. Sales teams that guide, not just follow up, turn that silence into trust and momentum.
- **LISTS DON'T CLOSE SALES — SOLUTIONS DO** – Every community can hand out a glossy packet, but real differentiation comes from solving problems. Warm introductions, coordinated next steps, and genuine support move families forward faster than information alone.
- **FOLLOW THE LEADER MODEL** – Kiera's LEADER framework — *Listen, Engage, Adapt, Deliver, Execute revenue* — shifts sales from scripted outreach to personalized guidance. Adapting and delivering tangible help builds confidence and readiness to move.
- **PARTNERSHIPS BUILD TRUST AND SCALE IMPACT** – A short list of vetted, educated partners acts as an extension of the sales team. These collaborators can provide hands-on help without overloading staff and strengthen the community's credibility with families.
- **REPRESENTATION STRENGTHENS CONNECTION** – Families feel safer and more confident when they see themselves reflected in the people and partners representing a community. Diversity and authentic relationships create comfort and belonging from the first interaction.
- **INVEST WHERE IT MATTERS MOST** – Rethink incentives. Instead of rent discounts, fund practical help like downsizing assistance or floor plan consultations. These creative investments reduce stress, boost readiness, and show families they're not alone.

LINKS & CONTACT INFO

Kiera DesChamps ([Linkedin](#))

KD Consulting Group ([website](#))

After the Tour book ([Amazon](#))

40 Days and 40 Nights book ([Amazon](#))

COMING UP ON VARSITY'S ROUNDTABLE!

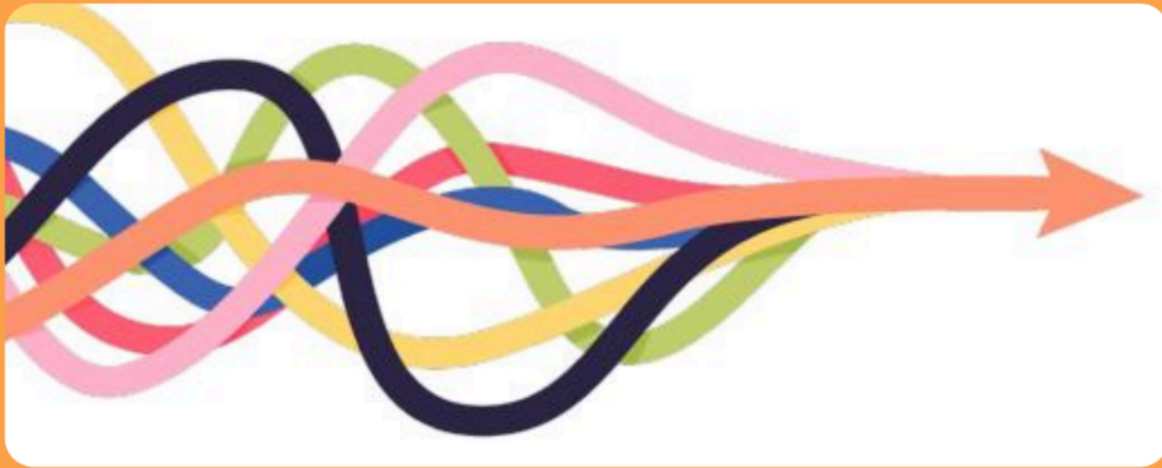
Please join our next Roundtable gathering on Thursday, November 6 at noon ET, 11 a.m. CT and 9 a.m. PT. We'll be joined by Kathy Parry, an "energy expert." She is the author of "The Rubber Band Resilient Leader," "Joy Jolt" and "Senior Living Power." She will be discussing how to energize teams so that workplaces are productive and our team members are energized.

NEW ON VARSITY'S PODCAST, ROUNDTABLE TALK

Inventing isn't just for the young—or the tech-savvy. Brian Fried, accomplished inventor, author, and founder and CEO of Inventor Smart, proves that creativity and innovation can thrive at any age. With more than 15 patents and nearly 20 years of experience coaching inventors, Brian has built a career helping people turn everyday ideas into real-world success stories.

In this episode of Roundtable Talk, Brian shares what inspires older adults to pursue invention later in life and the satisfaction that comes from seeing their ideas come to life. He discusses the biggest myths about inventing, the power of simple problem-solving, and how digital tools like AI and 3D printing are revolutionizing the process. Check out the [episode here](#) on the Varsity website!





After the Tour: Turning Interest into Action

Kiera DesChamps, CEO, KD Consulting Group

Kiera shared how exciting it was to return to the Roundtable after appearing several months earlier, when she was in the midst of finishing her book — a project inspired by her experiences in the senior living space. Working on the logistical side, helping with downsizing and moving, gave her a deep understanding of the barriers families face when transitioning to senior living.

As she learned more about the industry, she began to see both perspectives — the challenges for families and the efforts of operators, marketers, and sales teams. That insight led her to position herself “in the middle,” helping communities improve occupancy while supporting families through the process.

Her focus for the discussion was what happens *after* the tour and how to turn interest into action and build stronger, more human connections that lead to move-ins.



Author. Trainer. Consultant

Kiera introduced herself as a two-time author, trainer, and consultant. She and her husband recently released a devotional book, *40 Days and 40 Nights: A Guide to Finding God's Peace One Day at a Time* ([here](#)), just in time for the holiday season. In addition, her new book *After the Tour* ([here](#)) focuses on helping senior living communities convert interest into move-ins.

Through her consulting and training work, she helps organizations elevate sales performance, strengthen leadership, and improve the client experience — lessons she believes apply across industries. “Sales is sales,” she says. “Whether you’re selling cookies or homes, it’s all about building relationships.”

In *After the Tour*, she explains how much effort and investment go into getting a prospective resident to visit a community, through events, mailings, and outreach that can take years. But once the tour ends, families often drive home from a place that feels full of possibilities to a home that feels overwhelming and uncertain. They’re left with packets of information, a mix of emotions, and a daunting list of decisions ahead.

“I love it, but...”

The Silence After the Tour:

- After the tour, prospects often go silent, not because they've lost interest, but because they're **overwhelmed**.
- Emotional **barriers**, decision **fatigue**, and family influence slow progress.
- Many teams stop nurturing when they should be deepening the connection.
- It's not your community, there's no one helping figure out **how** to get there.



After a tour, Kiera explained, the silence that follows is often mistaken for lost interest, but it's usually a sign of overwhelm. Prospects return home with stacks of brochures and packets from multiple communities, each filled with floor plans, pricing sheets, and contact lists for movers, realtors, and downsizers.

Faced with so many options, families experience decision fatigue and may delay their move, telling themselves they can “just stay another year.”

That's the moment when many sales teams pull back instead of leaning in. Rather than more generic check-ins, Kiera encourages a deeper, more supportive approach, helping prospects make sense of their options and move forward confidently.

She emphasized that prospects don't need more lists; they need guidance. A warm introduction or a facilitated next step can make all the difference. For example, setting up a joint call with a move manager or realtor, or connecting a family directly with trusted partners. Just as people appreciate personal recommendations when they move to a new neighborhood, seniors and their families value that same hands-on, consultative help during their transition.

What Are Prospects Thinking About?

Emotional Readiness:

- “Am I really ready to move?”

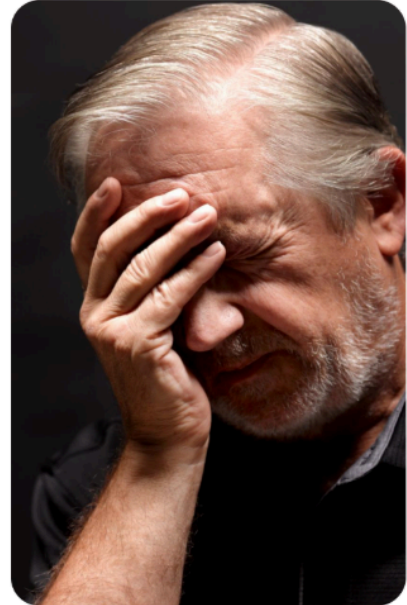
Logistical Stress:

- “What about my house, my stuff, my memories?”

Financial Perception:

- “Can I afford this lifestyle?”

Transition Thought: *“The decision to move isn’t just practical, it’s deeply personal. Understanding these barriers helps us move from pressure to partnership.”*



On the drive home after a tour, prospects are often wrestling with three main questions: *Am I emotionally ready? What will happen to my home and belongings? Can I afford this?* The decision to move isn’t just practical, it’s deeply personal. Recognizing that helps shift the sales approach from pressure to partnership.

Kiera encouraged listening closely during tours for what she calls *logistical cues*, subtle details that reveal what’s really holding someone back. When a prospect mentions a woodworking hobby, for instance, the concern isn’t just about whether the community has a woodshop. It’s about the emotional attachment to their tools, workspace, and memories. Those belongings represent a lifetime, and figuring out what to keep, sell, or donate can delay a move for months — even years.

By identifying these cues and offering concrete solutions, sales teams can ease stress and build trust. Instead of handing over a list of auctioneers or estate services, Kiera recommends making warm introductions or setting up direct connections. It’s about guiding prospects through the hard parts of the transition, not just showing them what’s possible, but helping them get there.

The LEADer Model Overview

LEADer Model Overview:

L – Listen: Hear their real needs and unspoken fears.

E – Engage: Build trust through empathy and consistent connection.

A – Adapt: Tailor your message, follow-up, and resources to each person.

D – Deliver: Provide tangible solutions, not just information.

er – Execute Revenue: When you lead with purpose, the results follow.

"When you connect the dots between emotion and action, you turn interest into momentum."



Kiera emphasized that post-tour follow-up requires more than calls and emails, it's about truly guiding prospects through the next steps. Her LEADER model — *Listen, Engage, Adapt, Deliver, and Execute revenue* — focuses on understanding barriers, offering solutions, and tailoring support to each family's situation.

She encouraged sales professionals to move beyond scripts and provide customized, hands-on help. That might mean hosting a joint virtual call with family members across different states or connecting prospects directly with trusted partners. Bringing up logistics early, like downsizing or vendor coordination, doesn't scare people away, it reassures them. When prospects see that the community has a plan and will walk beside them through every step, it builds trust, eases stress, and strengthens their readiness to move.

The Sales Connection: You Are the Bridge

- Salespeople are the bridge between curiosity and commitment.
- Building emotional trust and offering logistical support transforms hesitation into confidence.
- Aligning with the right vendor partners accelerates readiness and removes stress for the prospect.
- Invest- create built-in solutions that move them forward.



Being the bridge between prospects and trusted partners helps reduce stress and speed up readiness to move. Aligning those connections builds confidence and momentum during a difficult transition.

Kiera emphasized the need to invest creatively, shifting budgets from traditional incentives like waived fees or rent discounts to practical support that truly helps families move forward. Covering a few hours of downsizing assistance or providing floor plan visualizations can make the process feel achievable and show prospects they're supported every step of the way.

Ditch the list and be the solution.



"You're not just selling a residence you're guiding a life transition."

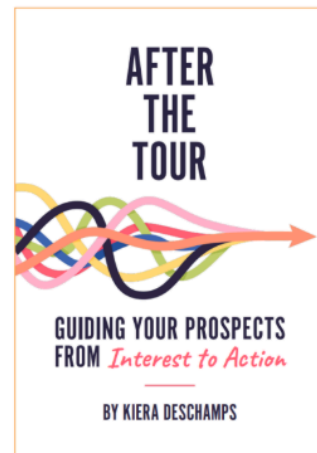
Instead of handing out another list of resources, sales teams should focus on *being* the solution. Every community offers glossy packets and vendor lists, but that's not what sets one apart. The real difference comes from stepping in to guide families through the transition, not just selling a residence, but helping them navigate a major life change. By creating systems and partnerships that make the process easier, teams can replace overwhelm with reassurance and build genuine trust along the way.

Reflect: Where are your prospects getting stuck after their tour?

Apply: Use the LEADer model to create more meaningful follow-up experiences this week.

Connect: Invite Kiera to facilitate a workshop or training for your sales team to deepen these strategies.

"After the tour isn't the end, it's the beginning of trust, transformation, and action."



The process begins by reflecting on where prospects are getting stuck after the tour and using the LEADER model to uncover barriers and guide them forward. Kiera encouraged sales and marketing teams to think beyond checklists, to see the decision through the prospect's eyes and understand what life feels like *after* the tour.

She offers workshops and training sessions to help teams deepen their strategies, think creatively, and build trust through empathy and action. As she put it, the tour isn't the end, it's the beginning of trust, transformation, and movement toward a new chapter. Her book, written specifically for sales and marketing leaders, operators, and developers, delivers those lessons in a concise, easy-to-apply format designed for busy professionals who want real stories, clear takeaways, and practical solutions.

QUESTIONS

WHAT ARE SOME BEST PRACTICES FOR FOLLOW-UP AFTER THE TOUR — SPECIFICALLY, HOW CAN SALES TEAMS NURTURE AND GUIDE PROSPECTS WITHOUT TAKING ON TOO MUCH OF THE ACTUAL MOVE COORDINATION THEMSELVES?

Kiera explained that effective follow-up isn't about sales teams doing all the logistical work themselves, it's about building strong, trusted partnerships. She recommends creating a short, vetted list of reliable partners who act as an extension of the sales team. These shouldn't just be "vendors" but true collaborators who understand the community's offerings, pricing, and culture, and can represent it well when working with families.

By investing time to educate and nurture these partners — inviting them on tours, sharing goals, and keeping communication open — sales teams can confidently make warm introductions rather than handing off cold lists. This system lightens the load for busy sales professionals while still providing prospects with personalized, high-quality support throughout their decision process.

WHAT DOES "REPRESENTATION" MEAN IN THE CONTEXT OF SENIOR LIVING COMMUNITIES, AND WHAT ARE SOME KEY TIPS FOR IMPROVING IT?

Representation, Kiera explained, goes beyond marketing, it's about making families feel seen, understood, and safe. She shared a story of visiting an African American family who immediately felt a sense of comfort and trust when meeting her. The daughter expressed concern that her parents might not feel represented or fully cared for in a community with few people of color.

Because Kiera had a strong relationship with that community's leadership and knew its quality firsthand, she was able to reassure the family and advocate for both sides, easing their worries while giving the community valuable feedback. Her point: representation and partnerships matter. The people who represent your brand in the field can build or break trust instantly. Communities should invest in partners who reflect their values, understand diverse perspectives, and act as true extensions of their team.

WHAT'S THE BEST APPROACH FOR FOLLOW-UP CALLS AFTER A TOUR — SPECIFICALLY, WHAT SHOULD BE DISCUSSED WHEN THANKING PROSPECTS AND GUIDING THEM TO THE NEXT STEP?

When following up after a tour, focus on what you learned during the discovery process, especially any *logistical cues* that hint at what might be holding the prospect back. Listen for signs of overwhelm, like concerns about attics full of belongings, storage units, or valuables that need to be sold.

In your thank-you call or email, reference those details to show you were listening: “You mentioned needing to sell your coin collection — I know someone who can help.” This kind of personalized follow-up turns a routine check-in into a meaningful next step, showing empathy and offering real solutions rather than just another sales touchpoint.