



FOR IMMEDIATE RELEASE
March 5, 2013

CONTACT: Barry J. Parrish
bparrish@abc-seniors.com
916-596-1825

Sales Pro Melanie Stover Presents Diagnosis Specific Selling System to Always Best Care Franchisees

Roseville, CA (March 5, 2013) – Renowned speaker and sales professional Melanie Stover introduced the concept of a Diagnosis Specific Selling System to Always Best Care business owners as she addressed the general assembly at the franchise company’s International Conference in Las Vegas on February 26th.

Ms. Stover stressed that home care franchisees must be familiar with how various disease processes impact patients at home without implying that they (the franchisees) are clinicians. “Be the home care expert,” said Ms. Stover, “and clearly articulate how home care can impact patients and their ability to manage their disease process at home.”

Based in Roseville, CA just outside the state capitol in Sacramento, Always Best Care is one of the nation’s leading providers of non-medical in-home care, assisted living finder and referral services, and skilled home health care. The company delivers its services through an international network of more than 180 independently owned and operated franchise territories. The company’s third International Conference was held February 24-26 at Planet Hollywood Resort & Casino.

Melanie Stover is the President/COO of Home Care Sales by Powershot Training, Inc., and brings an extensive clinical sales background to the organization. She has worked in various territories as a successful sales manager as well as a top producer. She has performed numerous workshops and field training programs for clients focusing on training clinicians to be better sales people, and training professional salespeople to produce more in less time, through account management, successful selling

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skills, sales leadership, personal branding, time management and improved customer service. Ms. Stover has also been very involved with operational improvements to meet and exceed referral sources expectations. She is an Occupational Therapist with an MBA in Marketing and a Masters of Information Systems Management. Ms. Stover has also been a speaker at Power Referrals Conference, Med Trade, CAHSAH annual meeting, NPDA and Corporate National Meetings on the topics of Sales and Marketing.

For information on Always Best Care franchise opportunities, contact Steve Marcus, Vice President, Franchise Development, at franchisesales@abc-seniors.com, or visit www.franchisewithalwaysbestcare.com.

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About Always Best Care

Always Best Care Senior Services, founded in 1996 by Michael Newman, is based on the belief that having the right people for the right level of care means peace of mind for the client and family. Always Best Care Senior Services has assisted over 25,000 seniors, representing a wide range of illnesses and personal needs. This has established the company as one of the premier providers of in-home care, assisted living placement assistance, and skilled home health care. Franchise opportunities are available to individuals interested in leveraging the company's clear strategy and proven track record for delivering affordable, dependable service to area seniors.

By working with case managers, social workers, discharge planners, doctors, and families, Always Best Care franchise owners provide affordable, comprehensive solutions that can be specifically matched to meet a client's particular physical or social needs. The hallmark services of the Always Best Care Senior Services business portfolio include in-home care and assisted living placement.

For more information, visit www.alwaysbestcare.com.