



**AGING IN THE
COMFORT OF HOME®**

AITCOH Dealer Journey Comparison Matrix

Whether you are building awareness, guiding conversations, or preparing new dealers for Certification, each phase of the dealership journey is designed to inform, clarify, and prepare.

Category	Marketing Flow	Sales Flow	Dealer Certification
Primary Purpose	Attract mission-aligned leads through organic storytelling and outreach	Guide qualified leads through education, vetting, and agreement signing	Prepare new dealers for independent launch through a clear and well-structured Certification process
Audience	External (potential dealers), brand/marketing team	Internal staff, dealer coordinators, leadership	New and incoming dealers, Certification coordinators, and internal staff
Focus Areas	Emotional messaging, grassroots visibility, lead magnets, testimonials	Lead qualification, consults, CRM tracking, agreements, and Certification readiness	Certification orientation, training materials, practical tools, and launch readiness
Tone	Inspiring, educational, community-driven	Professional, structured, empathetic	Clear, encouraging, confidence-building
Tools Used	Adobe, Meta Business Suite, AWeber, Google Business Manager, Webflow CMS	HubSpot CRM, Calendly, DocuSign, AWeber, Google Sheets	LMS, Adobe, Google Drive, Webflow, Zoom
Key Outputs	Social posts, email sequences, landing page visits, and lead capture	Signed agreements, scheduled Certification sessions, CRM updates	Training modules, launch materials, implementation templates, and Certification deliverables