

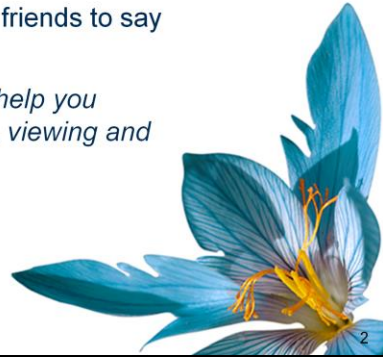
## When Cremation is Your Choice



## Benefits of prearranging your cremation

- Help relieve your family and friends of the emotional burden of having to make choices during a difficult time
- Ensure your final arrangements reflect your wishes
- Meet the needs of your family and friends to say goodbye

*As the cremation specialists, we can help you understand your options for a funeral, viewing and visitation, and memorialization.*



*Congratulations! You've made an important choice today, a choice many families are making more than ever before.*

Talk thru the Cremation Specialists, benefits section of the slide.

## Understanding the cremation process

You will need to consider:

- Basic funeral home and/or crematory services
- Transportation
- Cremation process
- Other desired items:
  - For the cremation process
  - For the cremated remains

Explain each of the requirements listed in general terms and as they relate specifically to your firm or state requirements. Consider using your GPL at this point as a guide. Any suggestion of merchandise choices should not come from your presentation books but only mentioned as something to be discussed in more detail later.

*We will discuss your choices in more detail momentarily. Do you have any questions about the process, in general?*

## Remembering a loved one

A funeral, memorial service or celebration of life ceremony helps your family and friends remember you and move through their grieving process.

*When your loved ones gather, is it also important to have a viewing?*

- Funeral with viewing followed by cremation
  - Religious service
  - Celebration of life or tribute
- Memorial service with or without the cremated remains

Talk through the statement, question and options on the slide. Use general terms for service options but stay close to what your firm's available services include.

Be sure to explain the differences in service and viewing options that your firm provides. Think in terms of private family viewing and/or public viewing at funeral.

Confirm their preferred option before moving to next slide by making the following statement: *So, before we move on, I want to make sure I understand what you're saying. You and your family would like to have a funeral service in your church with a private family viewing prior to the service and full viewing during the service. Is that correct?*

OR

*Let's make sure we're all on the same page, you would prefer a memorial service with your cremated remains present in an urn. Is that correct?*

## Your final resting place

What is your plan for your remains?

- Allow a family member or friend to keep your cremated remains in an urn
- Preserve your cremated remains in jewelry or another keepsake for friends or family to keep
- Bury your cremated remains
- Have your cremated remains scattered in a favorite location

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Talk through the statement, question and options on the slide. Use general terms for service options but stay close to what your firm's available services include.

If the family says, "Oh, we just want to take them home."

Respond, "*Many families find it comforting to have them at home, but you won't always be there with them. What do you have in mind for 50 years from now?*"

Acknowledge their response and consider the use of third party stories such as:

*I've heard someone tell about a gentleman who found himself in possession of three urns, each containing the remains of a long-deceased aunt he'd never met. His mother left them for him to deal with upon her death. He ended up having to purchase a space for each of the urns of his aunts in addition to making arrangements for his mother.*

*Someone at a funeral home I work with told me that a gentleman who helps design columbarium space told her how painful his family's experience had been. When his mother had asked to be scattered, he and his siblings all wanted very much to honor her wishes. Yet, he said his one regret was that they hadn't chosen some sort of space for memorialization. They all needed someplace to go to honor and remember her and they didn't have it.*

Use this as opportunity to offer space as appropriate to your firm's situation.

If burial of cremated remains or placement in a columbarium or other space, ask, "*Do you already have that space chosen?*"

If no, proceed to explain minimally what is available and that you will again get into more detail shortly.

If uncertain, discuss the various options available at your firm.

Say, "*One advantage of cremation is that there doesn't have to be just one final resting place. We can discuss those options as well.*"

## Personalizing your choices

Your services should reflect you and your wishes. Together, we can select and document your personalized plan.

- Creating the celebration or tribute
- Selecting the cremation casket/container
- Remembrance or memorialization



Transition to completion of your vital stats page, goods & services form, working thru your GPL and merchandise presentations for specific choices.

Once the G&S form is complete, close by asking, *“How would you like to pay for this today?”*