

Selling Cremation

Objectives

- Background
- Review consumer presentation techniques
- Introduce Cremation Presentation for Consumers (PRE1015)
 - Presentation Panels & Script
- Role play scenario

Background

- More people are choosing cremation than ever before
- Salesperson requests for assistance
- Collaborative effort between customers, field representatives, marketing and the Sales Development Team

A consultative approach

- Using a consultative approach helps you and your families accomplish the appropriate objectives.
- Objectives are accomplished with a “win-win” attitude.
- The **objective** is to get the customer to say what they want and need vs. telling them what they want and need.
- The purpose of the presentation is to help people plan their funeral.



A consultative approach

Basic formula/process for success:

- Establish a relationship with the family
- Ask the right questions at the right time in the right way
- *LISTEN!!*
- Assist a family with planning their services
- Support the family's decisions



Recommended presentation

- Use this presentation and the associated script to help your families preplan their cremation services
- Focuses on specific elements:
 - Benefits of preplanning
 - Cremation process & requirements
 - Service & merchandise selections
- Establishes you and your firm as “cremation specialists”
- Includes full color panels for visual impact



Role Play Scenario

- Ms. Hayes is a 64 year old widow with one adult child not present for the appointment. Kathi set an appointment with Ms. Hayes following a group presentation last Tuesday. Ms. Hayes expressed interest in learning more about preplanning her preferred choice of cremation services.
- She has just arrived for her appointment.

- Cremation Presentation (PRE1015)
 - PDF form with the script
 - hard copy slides
 - orderable by calling:
 - Sales Support: 1-866-449-3722

Questions?