

***Creating a Meaningful Funeral with either Traditional Burial or Cremation in Today's World***

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Funeral Service business today is like navigating a whole new Market. This session will take a look at the some of the directions to reach out to new people in the community to make them aware of who you are and to effectively continue to serve your current families regardless of what the final disposition is.

This educational seminar will provide insight in how to correctly respond to the growing needs of the families in your marketplace. It will include techniques that will enable a funeral professional to create value before, during, and after the funeral.

***Cremation is growing but you still serve Traditional Burial as well***

- Real world challenges for your business
- Real world challenges for the funeral professional
- Ceremony and Memorialization
- Staff Training
- Communications & Marketing
- Facilities and Credibility

***Creating Value for every Family is going to be different***

- The Traditional Family
- The Full-Service Cremation Family
- Educational tools to utilize during the arrangement conference
- Correct terminology
- Presenting the different ceremonies families can create regardless of disposition
- Discussing final placement of the deceased – Talk about the graveside ceremony

***Merchandising Products and Offering Options...in other words If you don't show it, they won't buy it!***

- Consumer Values – what influences purchases
- Product Knowledge
- Presenting Keepsakes, Jewelry
- When it is Cremation, returning the remains to the family
- Examples of effective displays