



## **LESSONS FROM SECRET SHOPPING**

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**Course Description:** Many of today's consumers are making cremation arrangements for a loved one for the first time. The connection your firm makes with that consumer will have a significant effect on their decision to utilize your services. Acquiring the skills necessary to a successful relationship, whether it be with a phone shopper or someone visiting your firm, will be shared through the "ears and eyes" of a mystery shopper.

### **Course Outline**

#### **Making the Connection**

- Call/Visit Preparation
- Your Attitude
- Importance of Names
- Staying Engaged and Commit to Listening

#### **Educating the Cremation Consumer**

- Mistaken Assumptions
- Facts Tell, Stories Sell
- Final Disposition and Memorialization

#### **Creating Value**

- Your Difference in the Community
- "What's in it for me"
- Painting the Picture for Tribute Options