



***“WE DON’T WANT A FUNERAL...
WE WANT A CREMATION”***

Presented by
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Course Curriculum: The session will examine the wants and needs of the cremation-oriented consumer and demonstrate effective ways on how to create value in the cremation arrangement conference, including educating families on the importance of permanent memorialization.

Course Outline

The Cremation Arrangement Conference

- **Setting the Stage**
 - First call scenarios
 - Mistaken assumptions
 - Educating today’s consumer

- **Collecting the Story**
 - Developing rapport with cremation families
 - Effective open-ended questions
 - Listening techniques

- **Providing the Answers**
 - Planning versus arranging
 - Utilizing value-driven terminology
 - “Painting the picture” for tribute options
 - Presenting merchandise to enhance the tribute