



**COURSE: Better Communications with Families**

Length: 60 minutes (50 minute presentation/10 minute Q&A)

Summary:

Communicating with families during arrangements is a challenge on several fronts: the emotional state of families, distractions such as cell phones and email, and the different learning styles of family members. However, it is vital to educate families about outer burial containers so that they can make knowledgeable decisions. This course presents research on families' knowledge of OBCs; three basic learning styles that people have; how people evaluate major purchases; and how to engage and communicate with all of the learning styles in the presentation of burial vault information.

Outline:

- I. What are the challenges and distractions in the arrangement conference?
  - a. Families have been through a sudden traumatic death experience
  - b. Families have been through an extended death experience
    - i. Planning travel, lodging and meals
    - ii. Electronic interruptions
- II. How we want to be communicated with
  - a. What we choose to do to gather information ourselves when we buy things
  - b. How we organize information to make a buying decision
    - i. Price
    - ii. Quality
    - iii. Value
- III. Different ways people learn
  - a. Visual
  - b. Auditory
  - c. Kinesthetic
- IV. Maximize your communications: Educated Selection Process
  - a. Making sure people understand their outer burial container options
  - b. Keeping the presentation concise
    - i. Choose words carefully
    - ii. Ensure relevance of language
    - iii. Pause and listen
  - c. Incorporating multiple media resources to ensure everyone in the group understands
    - i. Visual
    - ii. Video
    - iii. Consistently educate
  - d. Higher satisfaction leads to a memorable experience
  - e. What would you do for your family?
- V. Q & A session