


NFDA NATIONAL FUNERAL DIRECTORS ASSOCIATION **Education**

2017 CFDA Combined Convention
Saturday, July 22, 2017

**Marketing Cremation
For Profitability**

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NFDA Consumer Awareness Survey

- ✓ Familiarity #1 Reason/Choose FH
- ✓ Sensitive, Honest, Trustworthy, Caring
- ✓ 50% Suit NO Tats, Piercings, Weird Hair
- ✓ 40% Religion Still Plays Important Role
- ✓ 37% Would Use a Celebrant
- ✓ 19% Of People Shop Around for a FH
- ✓ 83% Use Social Media
- ✓ 54% Would Select Cremation

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Explain Your Services

- Polish Your Phone Skills When Communicating With Price Shoppers
- In House Role Playing
- Let the Shopper See You Care
- DO NOT Just Say.....\$1,985.00
- Show Them What They Don't Know by Explaining What's Involved

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Considerations

- Stop offering Temporary Urns
- Recommend Private Family Viewings
 1. Chance for all to say good-bye
 2. Reduces liability
- **STOP** Using the term FUNERAL when it comes to cremation

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Customer Satisfaction – Drives Profitability

- Loyalty – Satisfied customers are significantly more likely to do business with you in the future.
- Word of Mouth – Satisfied customers not only solicit others to do business with you, but their opinions carry more weight than all your company's advertising combined. **Social Media Travels Very, Very, Fast**
- **Price Premiums – Customers tend to pay a higher premium to do business with companies that have a reputation for high quality and great customer service.**

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Funeral Director Misconceptions on Cremation Families

They Don't Want To Spend Money
No Value In The Funeral Service
Not Religious
No Viewing
Mind Is Made Up.....PERIOD

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My Question Is

How Do **YOU** Promote Yourself ?

What Makes **YOU** Different Than Your Competitor ?

What Changes Have **YOU** Made in the Last 2,4,6 Years ?

Why Would a Family Chose **YOU** vs. Your Competitor ?

How Well Do **YOU** Really Know Your Families ?

WHAT OPTIONS DO YOU PROVIDE TO YOUR CREMATION FAMILIES ?

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Top 10 Customer Service Mistakes

- Not Being Friendly Enough
- Poor Eye Contact
- Talking With Co-Workers
- Being Rude
- Poor Product Knowledge
- Leaving and Not Telling Them Where You are Going
- Blaming Others
- Not Double Checking
- One Word Answers
- Head Shaking

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How to Gain Trust with the Families You Serve

- Help families understand the process of the cremation arrangements
- **Be a good listener**
- Communicate clearly and openly
- Answer all questions honestly
- Keep your promises
- Never over-promise

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What Is the Most Important Interpersonal Skill in Funeral Service?

Listening!

- ✓ Consumers identify listening as a person's most important communication skill
- ✓ Your job to provide professional funeral/cremation information and services to the public
- ✓ Be an attentive listener. Make sensible recommendations that fit the client's objectives
- ✓ Attentive listening is a complex art that takes practice

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Communicating During the Arrangement Conference

1. Make eye contact
2. Be careful using gestures
3. Don't send mixed messages
4. Be aware of what your body is saying
5. Develop effective listening skills

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During the Arrangement Conference

Do not use

- Direct
- Simple
- Immediate
- Basic



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Communicating During Arrangements

Try Using

- Honor
- Tribute
- Celebration of Life



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Using Your Words During the Arrangement Conference

- Enunciate words clearly. Don't mumble.
- Pronounce words correctly. You will be judged by your vocabulary.
- Use the right words. If you don't know the meaning, don't use it.
- Slow down your speech. Talking fast makes you sound nervous and unsure.

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Why Your Website Matters

Cremation Consumers do more research on the internet than any other funeral consumers

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6 Reasons Why A Website Is Important

- Cost Effective.....Showcase Your Business
- Accessibility.....24/7/365
- Convenient.....Stopping In/Sitting at Home
- Credibility.....Telling Your Story/Trust
- Sales.....Taking in More/Spend
- Marketing.....Marketing Strategy

Logic Will Take You from A to B
Imagination Will Take You Everywhere

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NFDA Cremation & Burial Report

- 45.6% Will Seek Website Info to Plan Funeral/Memorial Service. They are Looking For.
- Price Information
- **Service Options**
- Preplanning
- Funeral Planning Checklist

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Boomers/Seniors

Their most popular sources to learn more about a topic of interest?

- Brochures 36%
- Newspapers/Mags 52%
- Television 65%
- Friends & Family 77%
- **The Internet 83%**

Reaching Today's Boomers and Seniors Online, Ipsos and Google, 2013
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It's an E-Commerce World

- Uber, the largest transportation provider.
Don't Own a Single Car
- Airbnb, Largest Hotel Company in the World
Don't Own A Single Hotel
- Amazon, Just Passed Wal-Mart Biggest Retailer
Don't Own A Single Store

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Are You Becoming IRRELEVANT

- Facilities Outdated and Tired Looking
- Staff Are Disengaged & Unmotivated
- Spend More Time Whining Than Doing
- Making the Excuse....Customers Just Aren't Like They Used To Be
- Not Updating Website
- No One Exploring The Big Issues
 1. Where Do We Need To Be
 2. How Do We Change
 3. How Can We Be Better

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There is a HUGE difference between **wanting** to change and being **willing** to change.



Are you willing to take the steps necessary to meet the challenge?

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