

Presenting Cremation made E A S Y

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Why do people choose cremation?

1. Establish New Traditions

1. 70% of BOOMERS do not want the same type of funeral experience as their parents or grandparents.
2. Less than 35% of consumers believe a “religious” component is necessary at a funeral.

2. Memorialization Options

1. Gone are the days where a family chooses to have a complete funeral with visitation followed by burial at a cemetery.
 1. Decreased from 26.6% in 2015 to 14.1% in 2018.
 2. 90% of all cemeteries and funeral homes only offer traditional offerings.

Why do people choose cremation?

3. Cost/Value/Perception of being easier

1. 40.7% choose because the value equals the price. Another 20.1% choose because it requires fewer decisions and is seen as an easier process.
2. Price comparisons can be made with the click of a mouse or a swipe of a finger.
 1. Average funeral: \$9000
 2. Average cremation: \$3000

Customer
Experience
Pyramid

ENJOYABLE

“I feel good
About
that.”

EASY

“I didn’t have to work hard.”

MEETS NEEDS

“I accomplished my goal.”

How can we help develop the customer experience?



E= **E**ngage/**E**ducate

A= **A**sk

S= **S**uggest

Y= **Y**ield

ENGAGE / EDUCATE

- Only 17% of consumers realize they can permanently place their loved ones ashes in a cemetery.
- Engage them to build rapport and educate them about permanent placement at your cemetery.
 - DO NOT start pitching product

Example

“Welcome to Memorial Park. I wish we could have met under different circumstances but I can assure you that Tim is in good hands. As a perpetual care cemetery, we take the care of our families very seriously. We have multiple options for permanent cremation memorialization for you to consider. We have a new cremation garden that celebrates the rich history of the cemetery through personal estates, vintage memorials and multiple columbarium. The area is beautifully landscaped and is adorned with a beautiful willow tree that dips into a reclaimed pond. We also have several ground burial options if you prefer a more traditional approach.”

Engaging Questions

- What have your impressions been when you have attended a cremation service in the past?
- What experience have you had with planning a life tribute for a loved one or friend?
- What did you like most about that experience? What did you like least?
- How would you like that experience to be different?

Remember:

- You are **ONLY** setting the table for success so you want to provide your family with enough information for them to want more.
- This is **NOT** the time to pitch product!
- Practice and use colorful language to make your offerings desirable.
- Provide reassurance about your commitment to them and their family.

ASK

- **A**sk about the deceased.
- People buy from you for two reasons:
 - They like you.
 - They trust you.
- By **a**sking about the deceased, you show a sense of vulnerability and empathy which is much needed in this process.

“If you’re not in the arena also getting your ass kicked, I’m not interested in your feedback.”

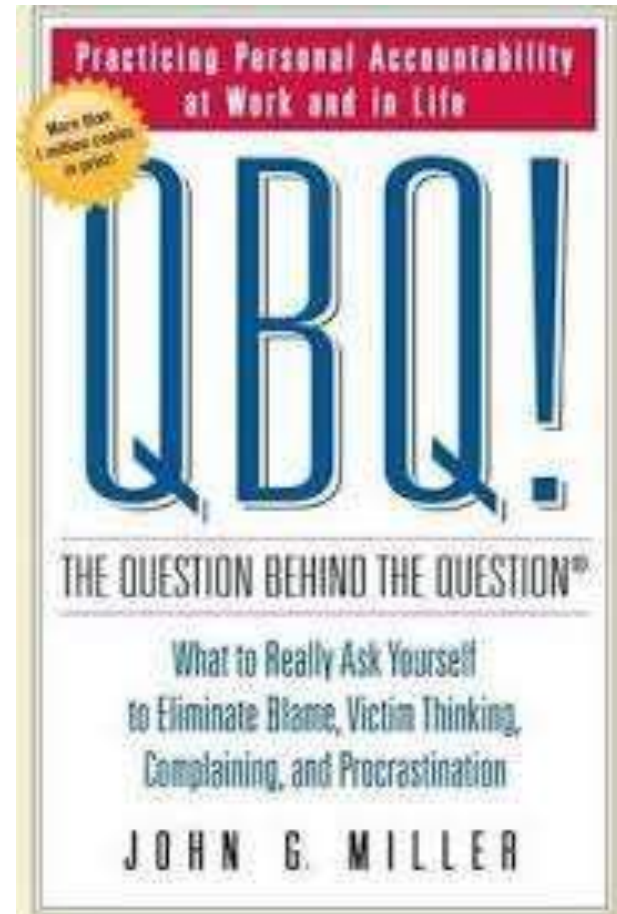
-Brené Brown

ASK

- *“Before I walk you through each of your options, let me take a few minutes to learn more about Tim.”*
 - Shut up. Listen.
 - If they don’t have a lot to say, ask probing questions.
- *“If you could design the perfect way to pay tribute to Tim, what would that look like?”*

Why **a**sks questions?

1. To acquire knowledge
2. To cause someone to feel special/important
3. To guide a conversation in the direction we want it to go
4. To demonstrate humility to another
5. To gain empathy through better understanding
6. To stimulate idea generation



SUGGEST

- **S**uggest permanent placement options for the family.
 - This requires 2 things:
 - A FULL knowledge of your cremation memorialization options.
 - Cremation memorialization options.
- **S**uggestions should be made based on the information you gathered in the “Ask” phase.
- By **s**uggestive selling, you are serving the family as consultant, not a salesperson.



- *“Thank you for sharing...Tim was a remarkable young man. From our conversation and the photos you shared with me, would it be fair to say that Tim was truly passionate about American History and the great outdoors? Based on that, I would recommend two different options for you in our cremation garden. (1) we have Vintage cremation monument estates adjacent to our pond. These memorials were designed from some of the more historic monuments in our older cemeteries throughout the US... Or (2) we have memorial trees and boulders that surround the pond in the cremation garden. These natural memorials would capture his love of hiking and camping.”*

SUGGEST

- Based on your discovery, you have made two creative **s**uggestions on how to permanently memorialize in the cemetery.
- Be attentive and listen.
 - This is an important decision for the family. It is worth your complete attention and commitment.

YIELD

- This does NOT mean give up or immediately drop to the lowest price offering.
- It means you have to stay creative but **yield** to something that can fit into their budget.
- Remember: if you have 10 options and they don't choose number 1 or 2, **DON'T** jump all the way to 10. Try hitting one of the products 3-9.



- *“Understandably the vintage monument estates and the memorial trees and boulders do not fulfill your wishes but I have several more options that might fit what you are looking for while still providing a fitting tribute for Tim. We have some beautiful niches in our center columbarium that we could place a custom emblem on. I noticed Tim had a tattoo of a Phoenix on his back. We could create a custom emblem and place it on the front of the niche. Would that be something you would be interested in?”*

REVIEW

E

Engage/**E**ducate

A

Ask

S

Suggest

Y

Yield

“The best way
to find yourself
is to lose
yourself in the
service of
others.”

-Mahatma Gandhi

