

The Power of Believing

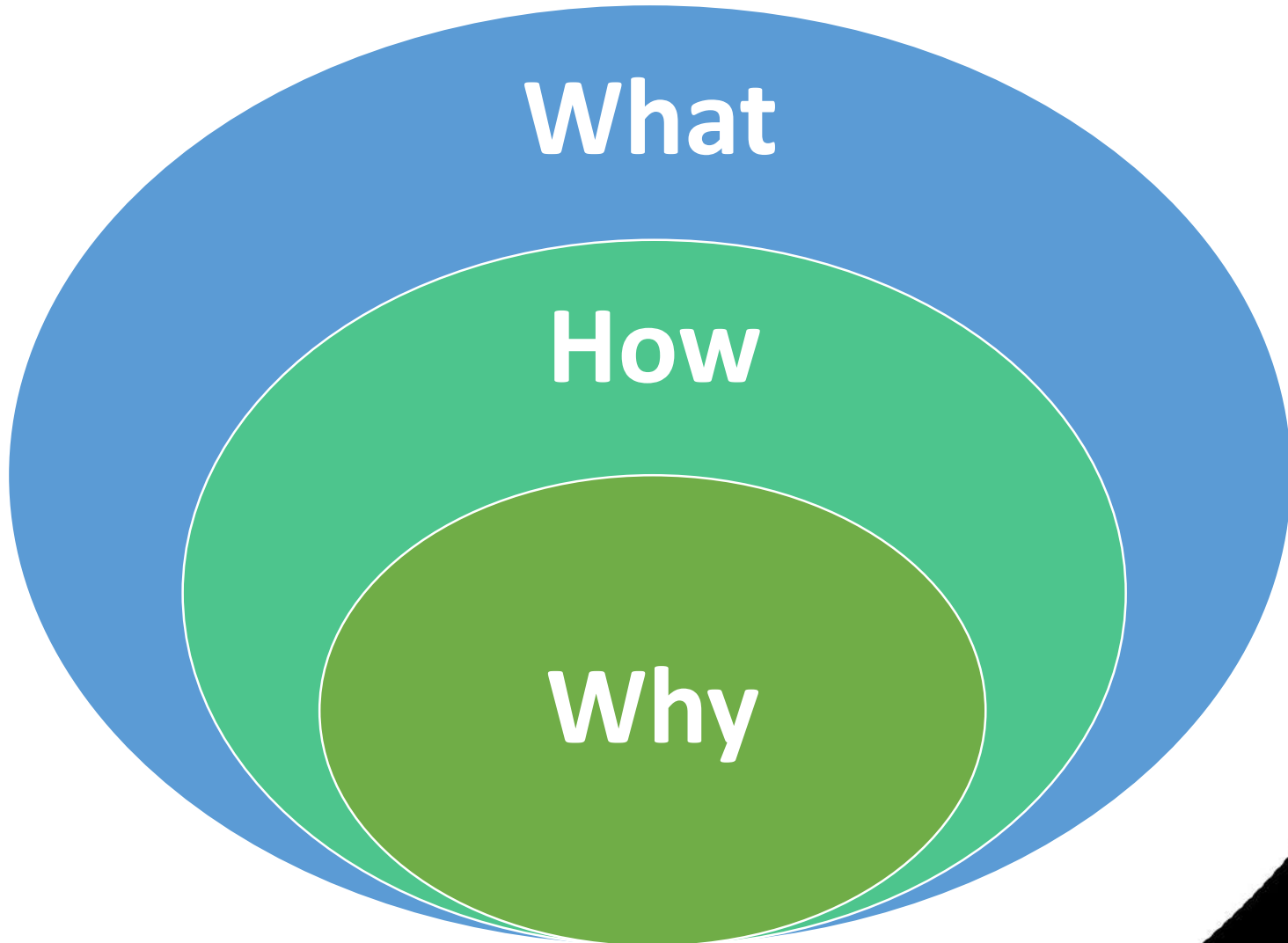
Mike Watkins

Park Lawn Corporation

 **DEADTalks**
FOCUS ON **SUCCESS**

JANUARY 15-17, 2020
LUXOR LAS VEGAS • LAS VEGAS, NEVADA

Focus on the WHY not the WHAT



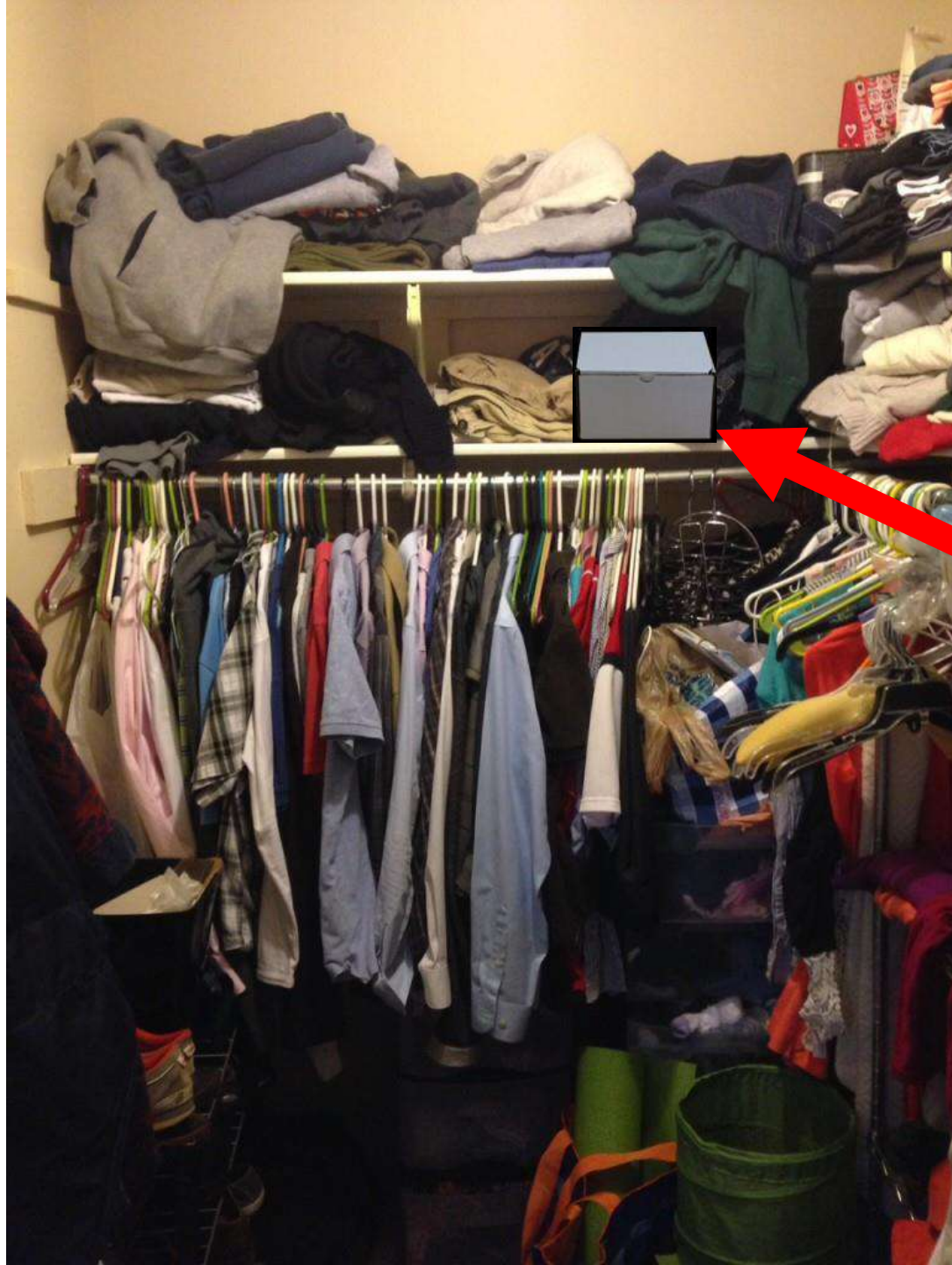
The Assumption Trap

- We are in the business to help people!
- Don't **ASSUME** they know what they want.
- Don't **ASSUME** they are using the correct terminology.
- Don't **ASSUME** they have considered the repercussions of their choices.
- They don't know what they don't know!!

The Healing Power

- Pitfalls of better, faster, cheaper.
- Elements rich and personalized funeral.
- Healthy path to healing.
- The power of permanent placement.
- Make suggestions based on the PERSON.

Are You Really
Okay with “Better,
Faster, Cheaper?”







Have the Conversation

- Sales = “To Serve”
- What’s in it for me (WIIFM)?
- Make the connection – educate.
- Fulfill our responsibility.
- Start with “THE WHY.”
- Help them understand the value.

Have the Conversation

- **E = ENGAGE**
- **A = ASK** (about the deceased or client)
- **S = SUGGEST**
- **Y = YIELD** (to their options/budget)

Sell to the Entire Family

- Long term effect of their choices.
- Help them see the bigger picture.
- Link your conversation to the needs of their family, friends, colleagues.

“If they trust you, they will do business with you”

- James Zwack

“Permanent memorialization is one of the most important ways in which we as a culture can ensure respect (for the dead), regardless of means of disposition.”

Dr. Alan Wolfelt

Johnson County

Funeral Chapel & Memorial Gardens

Healing Begins Here





Meet Steve...