I Chose Cremation, Now What?

The Five Decisions Every Family Choosing Cremation Needs to Make





What's left to decide?

Cremation, as a disposition type, is simple.

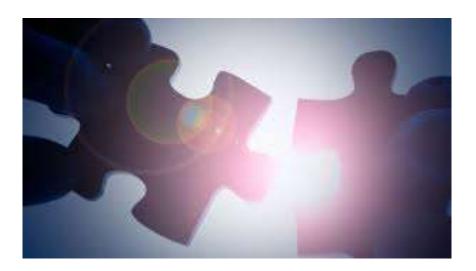
The act of cremation is about the deceased.

The decisions surrounding the cremation affect the survivor's experience.





Present meaningful and personalized options for each decision.



They fit together to create a picture that reflects an overall experience.



Guiding Principles for Reviewing the Five Decisions

Provide the "Why?" followed by



Ask
Acknowledge
Educate
Recommend

Uncover the plan and fulfill it





Know your products and services



Decision 1 = The Gathering



Ask

Acknowledge

Educate

Recommend



Decision 2 = Viewing

Even a private identification viewing can serve as a meaningful and personalized experience





Decision 3 = Cremation Container



The outcome of this decision will affect the viewing experience



Decision 4 = Permanent Placement THIS THAT



can lead to



Is there a plan for what to do with the ashes?

Knowing the answer to this questions helps to provide meaningful and personalized recommendations.



Decision 5 = Urn

This is intentionally the last decision to be made. Match the urn to the overall experience.











Professional Courage

Guide clients to make informed decisions that lead to meaningful experiences

Use the handout to practice





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