

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



can lead to

THAT



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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