

Getting “In Line”

Chris Johnson

DEADTalks
The **Pre-need** Conversation

January 12-14, 2022
Bally's Las Vegas

Story Time...

In a Pre-need presentation, where does the “close” happen?

In a Pre-need presentation, where does the “close” happen?

85% - The Beginning (Warm-up & Discovering the “Why”)

In a Pre-need presentation, where does the “close” happen?

85% - The Beginning (Warm-up & Discovering the “Why”)

5% - Presenting (Explaining Options & Merchandise)

In a Pre-need presentation, where does the “close” happen?

85% - The Beginning (Warm-up & Discovering the “Why”)

5% - Presenting (Explaining Options & Merchandise)

10% - Closing (Payment Options & Signing Paperwork)

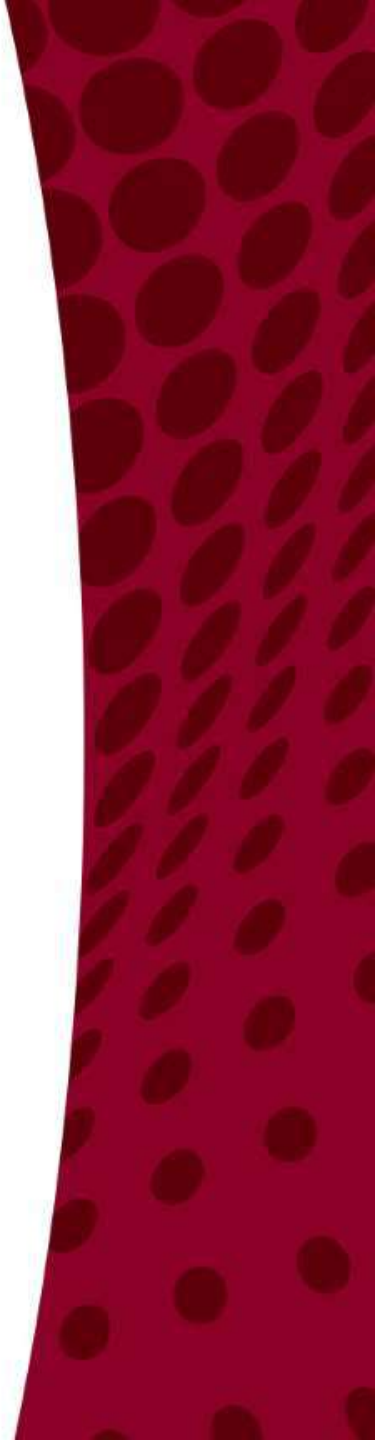
DEADTalks

The **Pre-need** Conversation



DEADTalks

The **Pre-need** Conversation



Presenting & Showing options

The Close & Objections

Warm-up

Warm-up (learning the "why")

Warm-up (learning the "why")

- Client family should be doing 90% of the talking

Warm-up (learning the "why")

- Client family should be doing 90% of the talking
- Ask meaningful discovery questions not about what they "want," but about their experiences around loss

Warm-up (learning the "why")

- Client family should be doing 90% of the talking
- Ask meaningful discovery questions not about what they "want," but about their experiences around loss
- Chances are VERY good that the client family doesn't care about why we think they should preplan. They only care about their own reason(s).

Presentation & Prescribe

Warm-up (learning the "why")

Presentation & Prescribe

Warm-up (learning the "why")

The Close & Final Paperwork

Presenting & Showing options

The Close & Objections

Warm-up

STOP this...

Presentation & Prescribe

Warm-up (learning the "why")

The Close & Final Paperwork

MORE of this...

Client Family

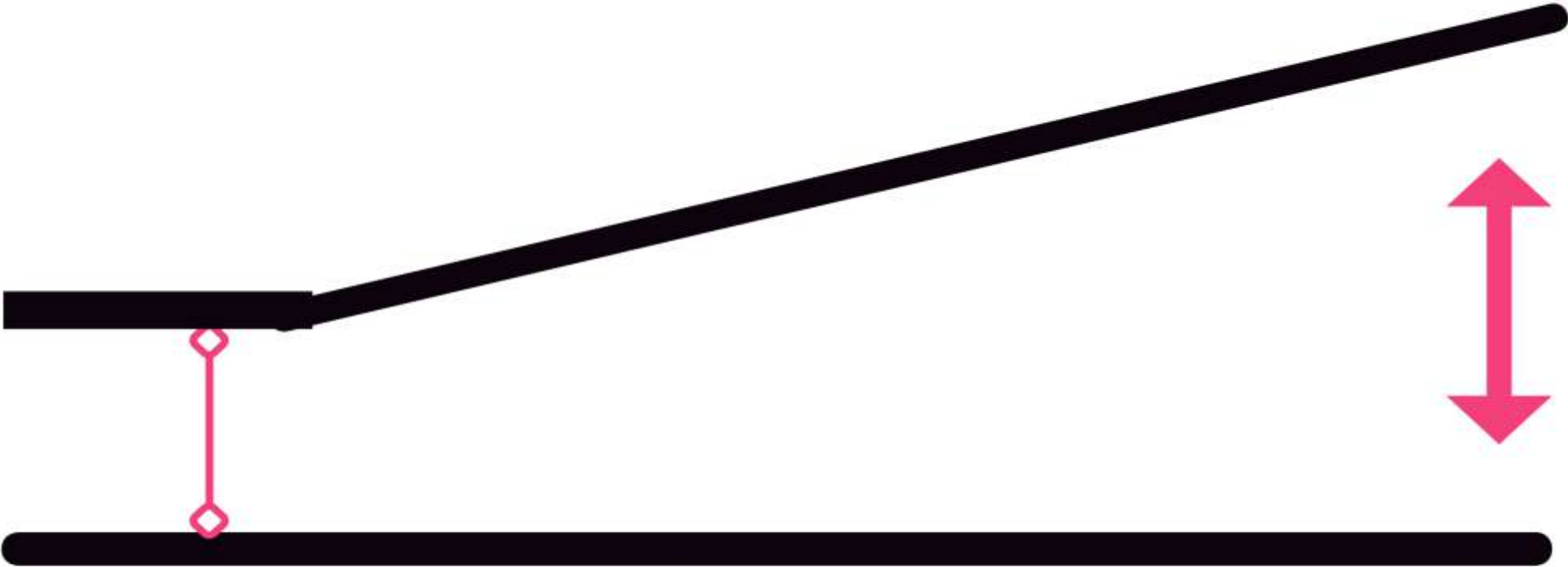
DEADTalks

The **Pre-need** Conversation



DEADTalks

The **Pre-need** Conversation





DEADTalks

The **Pre-need** Conversation



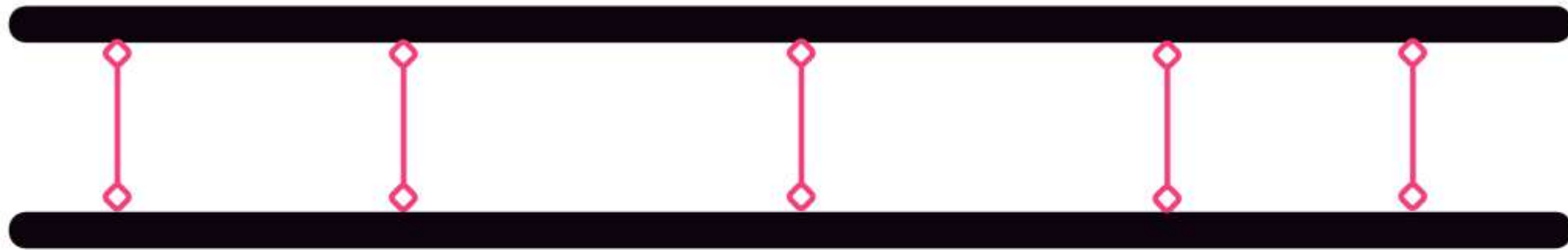
DEADTalks

The **Pre-need** Conversation



DEADTalks

The **Pre-need** Conversation



*Closing is not a big event,
it's just the completion of
one's arrangements*

Although taking care of things financially is important, it's not the main reason why we're doing this today. As you mentioned before, "_____ " and I know that's important for you. My job is to make sure we accomplish this together.

Get “In Line” with the Client family

Get “In Line” with the client family

...and **STAY** in line the whole time