

ADAPTING TO THE CHANGING LANDSCAPE OF SALES: CREATING MOTIVATION AND ACCOUNTIBILITY

Kenneth J. Kuratko

DEADTalks
The **Pre-need** Conversation

January 12-14, 2022
Bally's Las Vegas



Kenneth J.

Kuratko

Managing Director of Sales
Canada, Central Cities and
Eastern US

Ken has been a Funeral Director, Sales Counselor, Sales Manager, Area Sales Director, Area Vice President of Sales, Regional Vice President of Sales & Market Sales Director (Canada)

18 years with SCI | 29 years in Industry

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AOR

Demographics

Canada / Eastern BU

38 Combo Locations

31 Cemeteries

440 Stand Alone Funeral
Homes

8 Sales Directors

76 Sales Managers

384 Family Service Counselors

121 Pre Planning Advisors



**\$400
Million**

A close-up photograph of two hands, palms up, holding a small, rectangular piece of torn, off-white paper. The paper has a rough, deckled edge. The words "THANK YOU" are printed in a bold, dark brown, sans-serif font on the paper. The hands are light-skinned, and the background is dark and out of focus.

THANK YOU

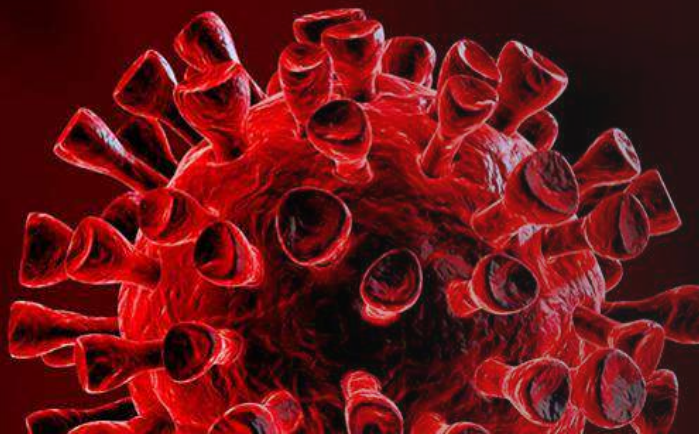
**FOR YOUR SERVICE
TO OUR INDUSTRY**

To Each Other, Your Community, And Your Country!



COVID

Such a small thing that made
such a big difference



LET **YOU'RE ON** MUTE **TE!**
WE A **SON.**



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#OnlyGet  Chance ...

Make the Most of It!



EPIC FAIL

If you failed any harder you would get an award



2

#BeTheSpark

NEVER TOO SMALL TO LIGHT A FIRE

LEAD THE WAY

OWN THE RESULTS

A hand is holding a camera lens, showing the internal elements and the lens mount. The lens is black with a silver-colored mount. A red circle with a white number '3' is overlaid on the lens. The background is a blurred blue sky with white clouds.

**#Focus
OnTheBig3**

STA on Top of ...

1. Staffing
2. Training
3. Activity

4

#HireWinningTraits

ASSEMBLE A TEAM WITH...



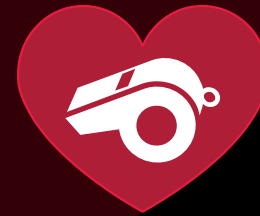
INTEGRITY



PASSION



DESIRE



COACHABILITY

5

#DriveWinningBehaviors

Doing What They



Doesn't Create





5

#DriveWinningBehaviors

EARLY WARNING SYSTEM

#NoExcusesPolicy

- 1 YOU are responsible TO DO YOUR JOB!
- 2 Let ME know, regularly, If YOU ARE MEETING YOUR COMMITMENTS.
- 3 Let ME know, 'AHEAD OF TIME' if YOU CANNOT MEET YOUR COMMITMENTS.



6

#PumpThemUp

I'M YOUR
PERSONAL TRAINER

TO SAVE TIME LET'S JUST ASSUME
I'M ALWAYS RIGHT!

You'll Thank Me Later

#DoubleCheck



#WontAlwaysWin

#LearnSomething
in the process

<https://www.youtube.com/watch?v=QvCl6POLZhs>



#WontAlwaysWin

#LearnSomething
in the process

8

#DontLoseHumanTouch



Radiologist 43%
more accurate
with a picture!

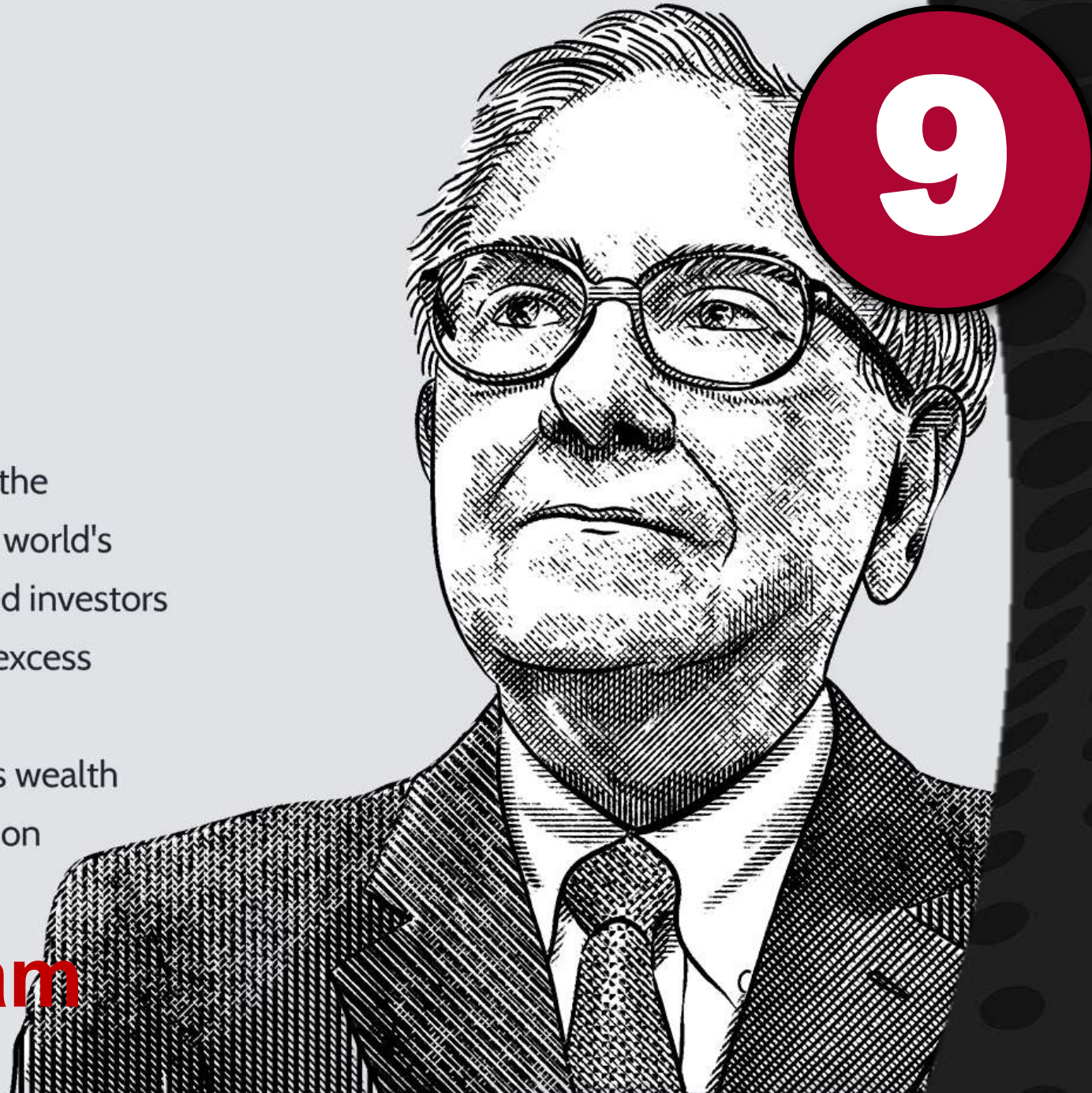
Warren Buffett

Born: August 30th, 1930

Chairman and CEO of Berkshire Hathaway

- Legendary value investor known as the 'Oracle of Omaha' and is one of the world's most successful and closely followed investors
- Has amassed a personal fortune in excess of \$100 billion
- Has donated the vast majority of his wealth to the Bill & Melinda Gates Foundation

#EnableTheTeam





10

#InvestInSelf

Elevate You & Your Experience

- Take time to sharpen your tools: MIND, BODY, and HEART
- Don't Carry an Axe to Grind
- Never Stop Learning



#EmbraceChange &Technology

UPDATING THE LEADER



50 %

Change begins with YOU.

If nothing changes everything stays the same.



12

#AvoidDerailers

~~Arrogance | Entitlement | Taking shortcuts | Lack of Ethics | Good Enough~~

N¹³ RECRUITS

Take Action

At the end of your career: What will your life story?
What could it have been | What are you most afraid

WE ARE
STRONGER
TOGETHER