

How to Be An All Star Funeral Director

Why This Presentation?

A stylized illustration of a man with short dark hair, wearing a black suit jacket, a white collared shirt, and a grey patterned tie. He is looking directly at the camera with a neutral expression. The background is a vibrant blue with numerous white stars of varying sizes and several diagonal light blue rays emanating from behind him, creating a sense of depth and focus.

How to be an

ALL STAR

Funeral Director

Is Robin Heppell qualified to
present this topic?



General Attitude

Show up to work 10 minutes early every day

Well-groomed & shoes shined

Remember names

Public speaking

Presentation skills

Show up to work 10 minutes
early every day



Well-groomed & shoes shined



Remember names

HELLO
my name is

???

Public speaking





Poll:

How often does your funeral
home staff make public
presentations?

Presentation skills



Funeral Skills

Win the call

Get the money

Understand the profitability of the funeral home

Attention to detail: deceased cuffs / nose hairs
obits, flowers

Win the call

Winning Calls: Most Profitable Skill

When there is a price shopper on the phone, everything has worked to this point. Someone has died (or about to die) and your marketing worked enough for you to be on the short list.

Now you will either win the call or lose the call forever...

They're Not Really Price Shoppers

They are “Price Aware”

When you don't know what to ask, it's a natural reaction to ask about price

“I don't want to get ripped off, so I better find out the costs.”

Just think back to the last time you were faced with an unexpected expense – “How much is [this] going to cost?”

Don't Rattle Off Prices Immediately

Build rapport with the caller

“Sure, let me get that information for you.
While I’m gathering that information...”

At the end of the call, offer your cell phone
number and email address

If an email / web inquiry, email them back at
the end of the day

Mike Kubasak

3 questions before giving
out prices

“Besides price, ...”

“and what this means to
you is...”



Mike-isms

You told me you have called other funeral homes. Who are you in the decision-making process?

You told me that you will be calling other funeral homes.

What are some attributes you look for in choosing a funeral home?

What are some difficulties you are dealing with right now?

Besides price, what is your biggest concern at this time?

Mike-isms (con't)

Besides price, what is your key objective in choosing a funeral home?

What is your biggest worry about the funeral / cremation process?

Before I give you just a price, I want to tell you how our cremation service is different from all others.

Before I give you a price, I want to tell you about the care rendered to deceased persons when there will be no embalming.

Get the money

Poll:

What is your funeral home's
payment policy?

Understand the profitability of
the funeral home

Funeral Manager Secrets

Revenue Per Call" Calculator		Monthly Calls	Gross Revenue	Variable Expenses	Total Expenses	Net Income	Ann To
Overhead s / month:	\$50,000	13	\$58,500	\$13,000	\$63,000	-\$4,500	-\$5
Variable Costs per call:	\$1,000	15	\$67,500	\$15,000	\$65,000	\$2,500	\$3
ge Funeral Sale:	\$4,500	20	\$90,000	\$20,000	\$70,000	\$20,000	\$24
tribution:	\$3,500						
ak-even:	15	1	\$4,500	\$1,000	\$1,000	\$3,500	\$4
		2	\$9,000	\$2,000	\$2,000	\$7,000	\$8
		-1	-\$4,500	-\$1,000	-\$1,000	-\$3,500	-\$4
		-2	-\$9,000	-\$2,000	-\$2,000	-\$7,000	-\$8

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Attention To Detail:
Shirt cuffs, nose hairs,
obits & flowers



















Double Check Your Obits



Arrangements & Service Skills

Introduce yourself before arrangements via email

Follow up between arrangements and service

Notes on back of file

Closing & opening doors

Survey with Post-It note

Introduce yourself before
arrangements via email

The Pre Meeting Info Strategy

Why should you do this

Client family is more prepared for the arrangement & more at ease

They will ask about new offerings instead of you having to present them

Funeral averages should increase

What you need to do

- Get email during the first call
- Send the email to the family
- Create webpage with 4 parts
 - Information you need
 - Things you need to bring
 - Decisions you need to make
 - Introduction to new services

Subject: Information to review prior to our meeting

Dear ###,

Thank you for confirming your appointment with us to discuss the services that you want to have for your ###.

We like to let families know ahead of time the various items that will need to be discussed during the arrangements. We have created a web page specifically for client families like yours so that you have the insights into the process of funeral and / or cremation arrangements. You can access that web page at: <http://www.Your.FuneralChapel.com/pre-meeting-info/>

Included on this page are a list of information and items that you may need to bring with you, some discussion on some of the various decisions that you will need to make, and a listing of some of the service offerings that we have available that you may not be aware of.

We are available to you at anytime - now or during the arrangements or after - we are always available to answer questions that you may have.

Sincerely,

You are here: [Home](#) / Information To Review Prior To Our Meeting

Information To Review Prior To Our Meeting

Thank you for the confidence that you have placed in DeJohn Funeral Homes and Crematory.

We like to let families know ahead of time the various items that will need to be discussed during the arrangements. We have categorized them into four groups:

Information You Need

- Statistical information
- Social Security Number
- Cemetery information
- Family Contact Information – to keep all family members updated with arrangement details and obituary information, we ask for family members to provide email addresses and cell phone numbers (please note that this information is held in the strictest of confidence and will only be used to communicate information regarding

BROWSE ONLINE STORE

Flowers

- [Basket & Pedestal Arrangements](#)
- [Standing Sprays](#)
- [Tabletop Arrangements](#)
- [Wreaths & Crosses](#)

Caskets

- [Designer Wood Caskets](#)
- [Metal 18 Gauge Caskets](#)
- [Metal 20 Gauge Caskets](#)
- [Traditional Wood Caskets](#)

Urns

Pet Items

Payment Center

**Follow up between
arrangements and services**

Notes on back of file

Worksheets: 2

Closing & opening doors





Source: https://www.flickr.com/photos/that_chrysler_guy/

Survey with Post-It note

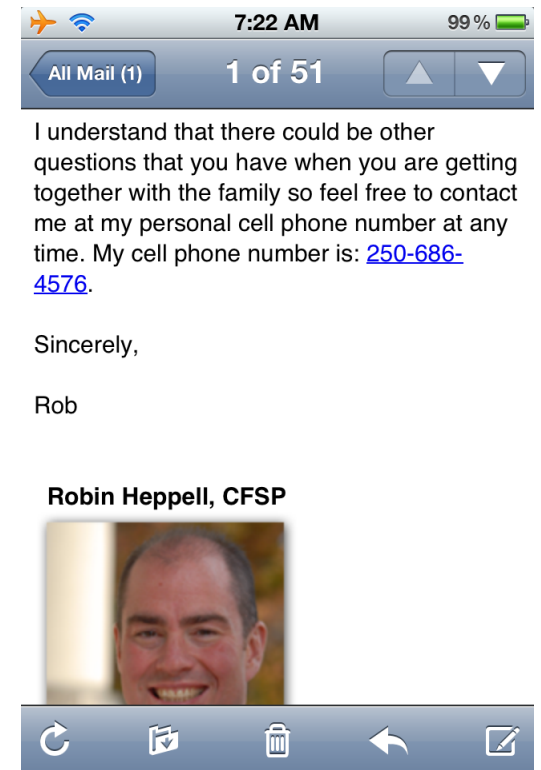
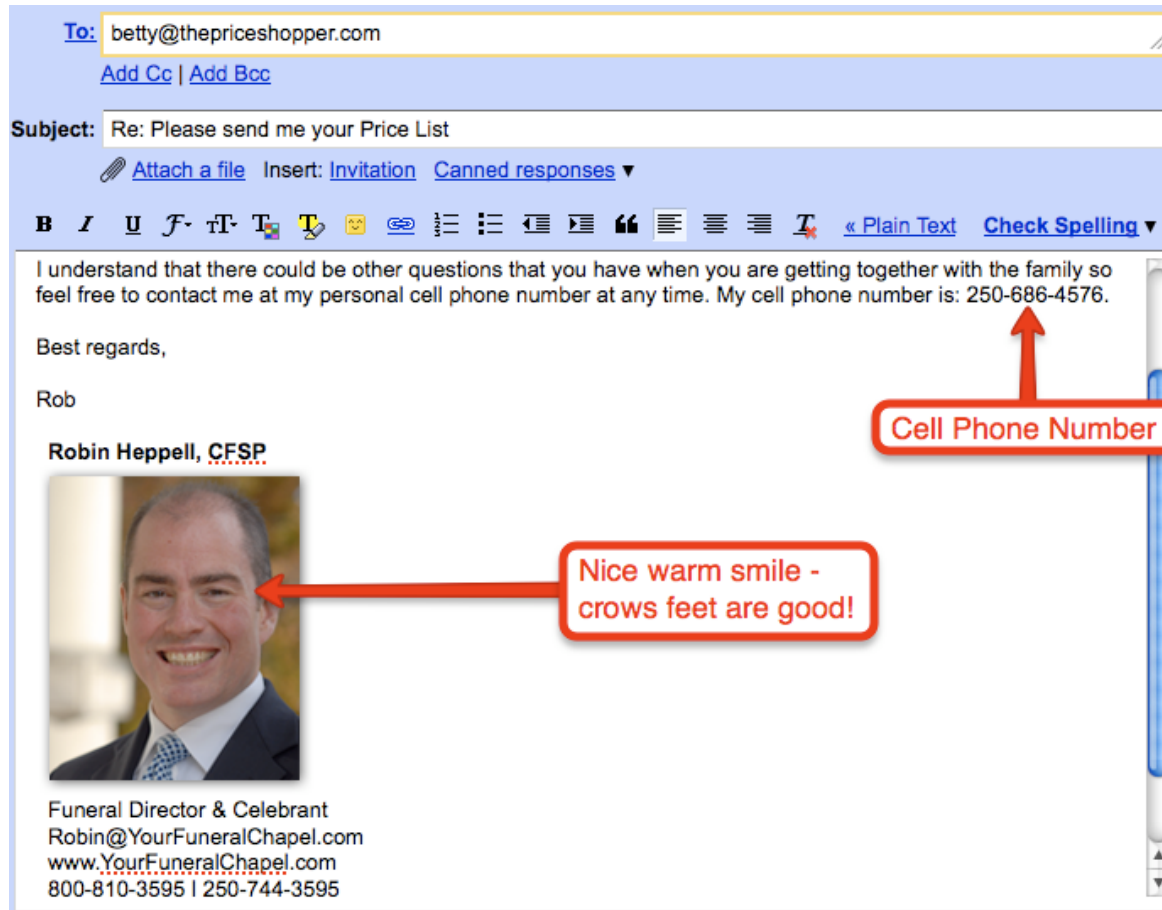


Dear Simpson family,

I would appreciate
your feedback -
thanks.

Robt.

Include Smiling Photo + Cell



Poll:

Are you or any other staff
members Certified
Celebrants?

Your Best Marketing...

Creating Great Funerals
(in front as many people as possible)

