

FIRST IMPRESSION CREMATION PHONE SHOPPER PROGRAM

With the rising number of families choosing cremation today, there are more consumers shopping around to obtain information on cremation. Though some may seem to be shopping to determine where they can get the best price, many times the decision is not made on cost but on **how they can get the most value** from the funeral home or cemetery. They want to get information that will allow them to make an informed decision and at the same time feel they will receive first-class treatment.

ICCFA's new **First Impression Cremation Phone Shopper Program** will allow you to determine if you may be losing clients simply because your company is not making a good first impression on the telephone. The program will assist you in recognizing:

- What your staff is communicating to today's cremation consumer
- Whether your staff is fully promoting the value of your company
- If **you** would do business with the person representing your company
- Whether there is a need for a phone training program for your staff

ICCFA's Director of Cremation Services will act as a consumer requesting information on cremation. The results of the telephone conversation will be provided along with basic recommendations on how your staff can improve their communication skills with the phone shopper. If requested, ICCFA can refer you to a phone shopper training program for your staff.

Cost: 1-5 Calls @ \$85 per call for members/\$125 per call for non-members
 6+ Calls @ \$75 per call for members/\$115 per call for non-members

Includes: Phone Conversation Results (per call)
 Phone Caller Recap (includes basic recommendations)
 5-minute consultation* with Julie A. Burn, ICCFA Director of Cremation Services
 Referral to a Phone Shopper Training Program, if needed or requested
 *30- minute consultation available for \$249.

For more information, please contact Julie A. Burn, 630-292-8835.

"I found the First Impression Cremation Phone Shopper Program an invaluable tool to making sure my firm is operating in a first-class manner. Knowing what my staff is saying gives me the confidence to move forward with adding training programs so that we can best serve consumers." —*Mark Krause, CFuE, Krause Funeral Homes, Milwaukee, Wisconsin*



FIRST IMPRESSION CREMATION PHONE SHOPPER PROGRAM Participation Form

Date: _____

Company Name: _____

Address: _____

City/State/ZipCode: _____

Contact: _____

Contact Phone Number: _____

Contact E-mail Address: _____

Requested Number of Calls: _____

(1-5 calls @ \$85 per call; \$125 per call non-members)

(6 + calls @ \$75 per call; \$115 per call non-members)

Price includes phone conversation results per call, phone caller recap with basic recommendations, a 5-minute* consultation with Julie A. Burn, Director of Cremation Services, and a referral to a phone shopper training program (if needed or requested). *30-minute consultation available for \$249.

Is there a specific cremation-related question you would like the caller to ask? Yes___ No___

If yes, please provide question(s):

OPTIONAL: Upon request, the ICCFA will record the call(s) and provide you with a copy of the recordings. If you wish to have your call(s) recorded, you must inform your staff that their calls may be monitored by recording. Please acknowledge that you understand this and that you accept responsibility for notifying your staff by signing below:

Cemetery/Funeral Establishment hereby authorizes the ICCFA to record calls made to our employers under the "First Impression" program; represents that it has notified our employees of the possibility of calls being recorded; and holds harmless the ICCFA for any potential liability arising from the recording of such calls.

Signature _____ Title _____ Date _____

Calls will be conducted on a first-come, first-served basis. Please mail the completed form to:

ICCFA, ATTN: Julie A. Burn
107 Carpenter Drive, Suite 100
Sterling, VA 20164

Or fax the completed form to:
703-391-8416

PAYMENT INFORMATION

Check (please make payable to ICCFA) Credit Card (circle one): MasterCard Visa Discover AmEx

Card Number _____ Expiration Date _____

Name as it appears on card _____

Security ID (3-digit # on back of card or 4-digit # on front of AmEx card) _____

Billing address for card (required to process) _____

