

SALES BOOT CAMP



Do you have a new counselor in your company who could benefit from a program that focuses on industry best practices coupled with hands-on training? Designed using the pre-need sales training methods of The System University, the WWS Sales Boot Camp offers a comprehensive fast-track to the world of pre-need sales. Proven industry professionals will lead the Boot Camp, taking trainees through the rigors of prospecting, presenting and closing and the nuances of each step of the appointment. Participants in the Boot Camp will benefit from attending the General Session keynote talks and all networking events, but they will get the added bonus of Boot Camp sessions geared specifically toward giving them a greater understanding of how to be successful in funeral and cemetery pre-need sales. Space in the Boot Camp is limited to 60 people, so sign up early!

WWS BOOT CAMP SCHEDULE OF EVENTS

THURSDAY, JANUARY 11

		3:15 – 3:30 PM	Break
7:30 – 8:30 AM	Continental breakfast	3:40 – 4:00 PM	Conducting a Traditional Burial or Cremation Price Comparison <i>Linda Jankowski, CCE, Jankowski Consulting Group</i>
8:30 – 9:00 AM	Welcome		
9:00 – 10:15 AM	KEYNOTE: The Answer Lies Behind the Next Door Part II <i>Dave Brown</i>	4:00 – 4:45 PM	Common Objection Handling & Closing Methods <i>Patrick Downey, CCE, Arbor Memorial Inc</i>
10:15 – 10:30 AM	Refreshment Break / Exit to Boot Camp		
10:30 – 10:40 AM	Introduction <i>Linda Jankowski, CCE, Jankowski Consulting Group</i>	4:45 – 5:00 PM	Day One Review & Close
10:40 – 11:15 AM	Setting & Tracking Goals <i>Gary O’Sullivan, CCFE, Gary O’Sullivan Company</i>	7:30 – 8:30 AM	Continental breakfast
11:25 – 12:15 PM	Prospecting <i>Mitch Bennett, Indiana Memorial Group</i>	8:40 – 8:45 AM	Welcome Back
12:15 – 1:30 PM	Lunch	9:00 – 10:15 AM	KEYNOTE: Heat & Sell <i>Shari Levitin</i>
1:30 – 2:10 PM	Common Sales Mistakes and How to Avoid Them <i>Aaron Shipper, Rose Hills Memorial Park</i>	10:15 – 10:30 AM	Refreshment Break / Exit to Boot Camp
2:10 – 2:40 PM	Conducting a Proper Planning Guide Presentation <i>Andrés Aguilar, Los Parques</i>	10:30 – 11:00 AM	Referrals <i>Linda Jankowski, CCE, Jankowski Consulting Group</i>
2:40 – 3:15 PM	What Every Sales Presentation Should Contain <i>Erica Lohr, The Signature Group</i>	11:00 – 11:30 AM	Your Future is So Bright... <i>William Bonacorda, Trust 100</i>
		11:30 – 12:00 PM	Review & Close <i>Gary O’Sullivan, CCFE, Gary O’Sullivan Company</i>
		12:15 – 12:30 PM	Conference Wrap-up

FRIDAY, JANUARY 12