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**DISCOVER YOUR STRATEGY FOR SUCCESS AT THE 2019
WIDE WORLD OF SALES CONFERENCE**

STERLING, VA (October 15, 2018) – The International Cemetery, Cremation and Funeral Association’s (ICCFA) Wide World of Sales (WWS) Conference will be held January 23-25, 2019 at Bally’s Las Vegas in Las Vegas, Nevada. Themed **“DEAD Talks: Strategies for Success,”** and based on the popular TED Talks, attendees will hear the best actionable advice in 18-minute presentations designed specifically for family service counselors and sales managers working in the deathcare profession.

When asked about the conference format, ICCFA Sales & Marketing Chairman John Bolton, CCE, CCrE, CSE, said, “Since the progressive members of ICCFA look beyond the status quo, we had to take the Wide World of Sales to another level; thus, DEAD Talks were born.”

Sales training expert and keynote speaker, Tim Wackel, will share how to help client families discover what they really want in his talk, “Stop Pitching, Start Solving.” Tim will also host a B2B breakout session specifically for suppliers on the anatomy of a lousy pitch.

Speaker of the House for Zappos Insights, Erica Javellana, will share the culture of service that is Zappos' story and how excellent service can build strong connections with those you serve.

The DEAD Talks series will feature five main categories all focused on sales, with industry professionals sharing their best practices on: how to kill it in sales, bury the bad habits, don't let cremation opportunities go up in smoke, heat up cremation sales, and unearth potential customers.

“Having over 15 deathcare professionals share their best practices is going to be an educational event you will not want to miss,” states program co-chair Delana Pratt, Director of Outreach & Development, Cairn Partners. “The combination of the incredible learning opportunities along with the excitement of being in Las Vegas gives our attendees the best of both worlds,” adds co-chair Tim Fish, Vice President-Field Sales, Global Atlantic Financial Company.

In addition to the DEAD Talks, attendees will learn from sales legend Gary O'Sullivan during his traditional Fireside Chat, as well as be able to take advantage of numerous networking opportunities throughout the conference.

Complete program, hotel and registration information is available at www.wideworldofsales.com. Early bird rates apply through December 17, 2018. Discounted registration rates are available for multiple attendees from the same company. Bally's Las Vegas is offering WWS attendees a discounted room rate of \$155 per night.

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Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 19,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.