



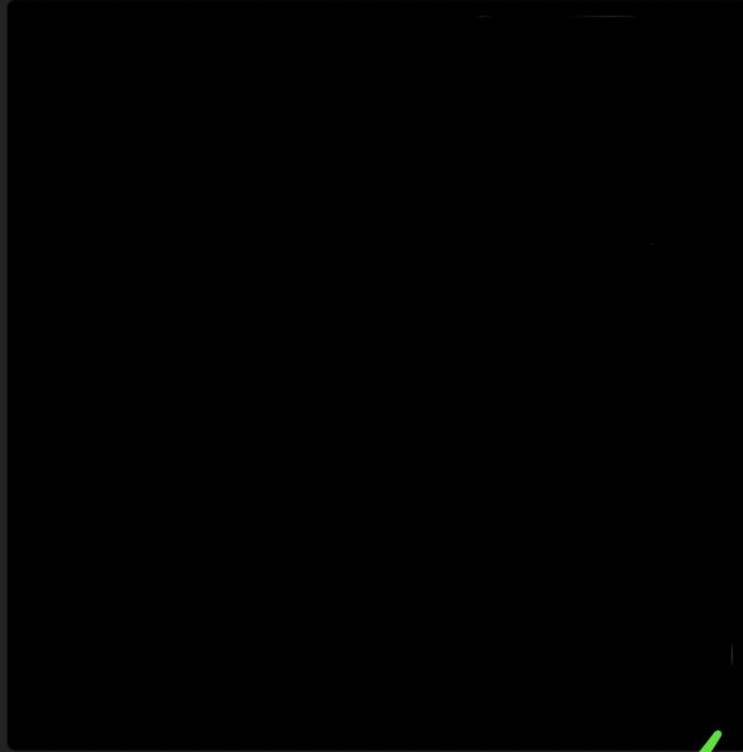
FUNERAL DIRECTORS LIFE

You
me
&FD.



Grow Your Preneed Sales with Online Group Presentations

April 17, 2020



WHY?

- People are home
- People are bored
- Our information is valuable and timeless
- Technology allows social distancing!
- Everyone has some type of presentation
- Group presentations – many to 1 vs 1:1

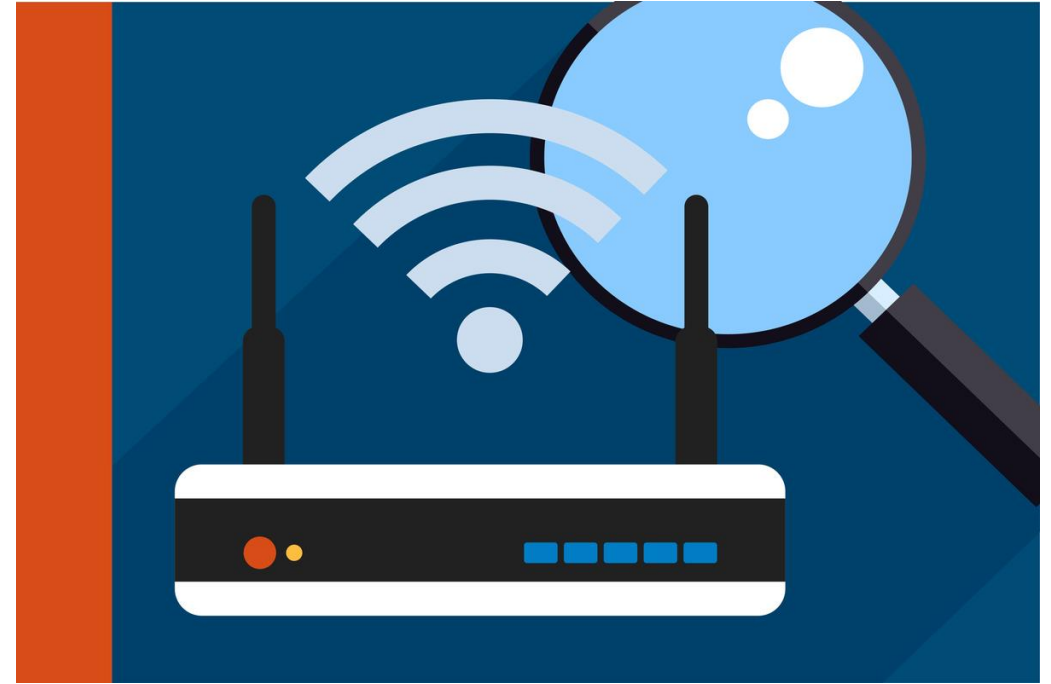
I finished Netflix today

And we all want sales!!!

How do we go “virtual” with our group presentations?

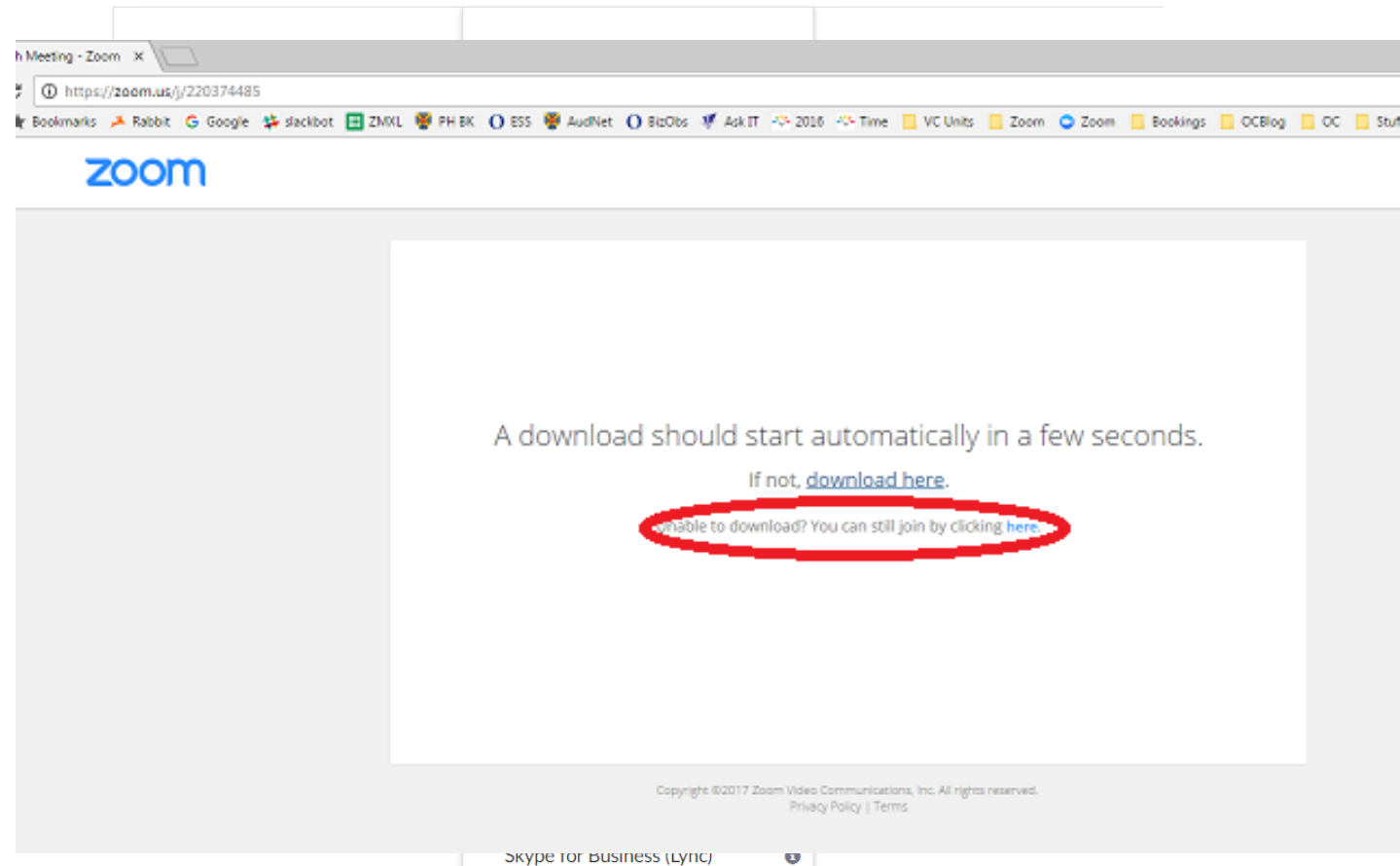
- Using Zoom
- Sending and responding to invitations
- Shifting your presentation format
- Conducting the presentation
- Following up on leads

What you will need



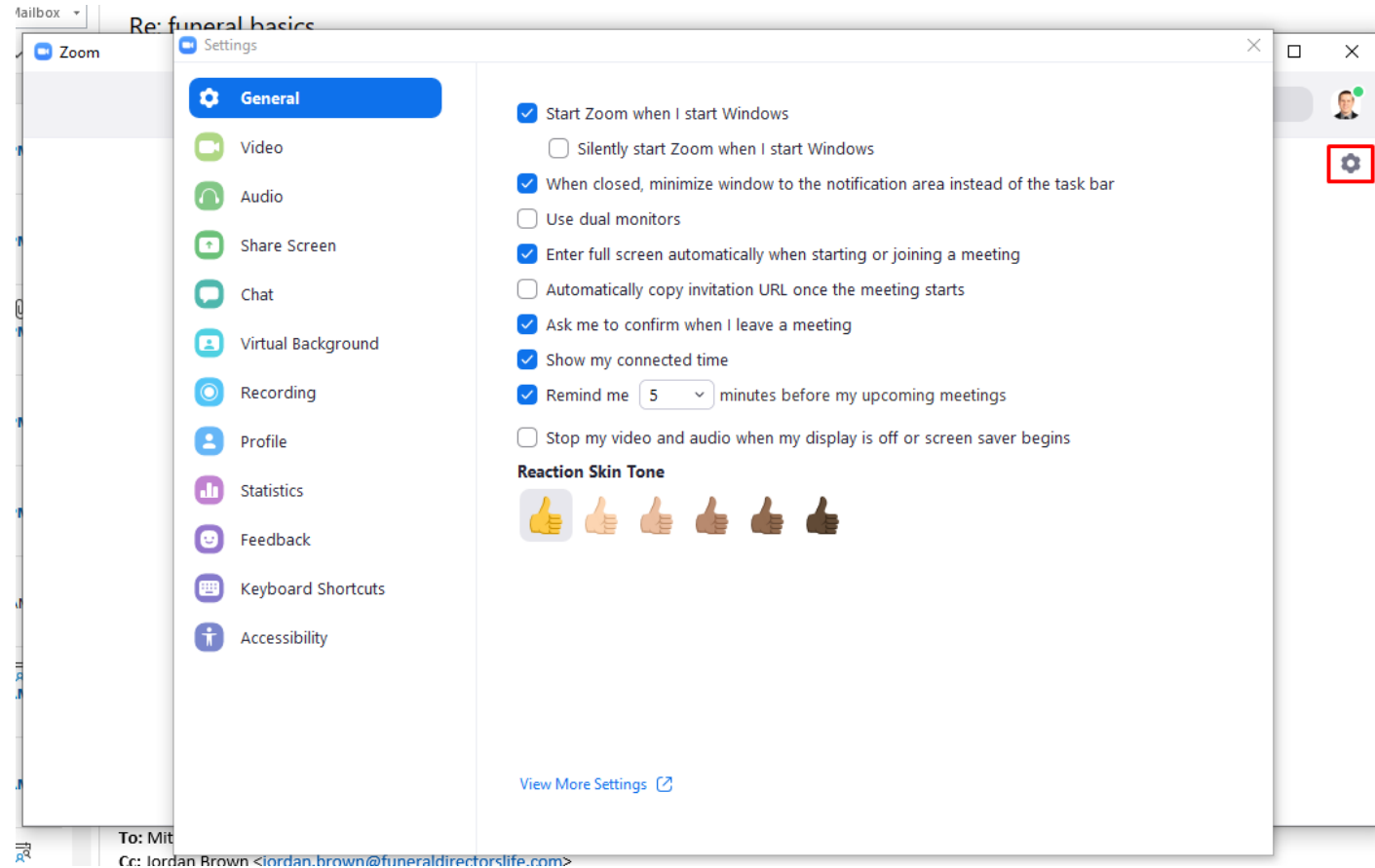
Why **zoom** ?

- Free and cost-effective options
- Better controls for one-to-many group presentations
- Easy experience for all ages
- Capture attendee information



zoom best practices

- Have a moderator/helper
- Mute participants on entry
- Explain Zoom from the beginning
- Understand the control options you have
- Test audio/video before meeting
- Share your camera and presentation



Audio/Video Tips

- Quiet Room
- Good lighting for video
- Video camera perspective
- Check your background
- Proper clothing
- Distance from camera/mic



How to prevent a



- Posting link/meeting IDs publicly
- Too large of groups
- Not testing audio/video/presenting tools before meeting
- Permission to record
- Not getting started on time
- Progress over perfection

How to get a group together

Facebook

- Great for attracting new leads
- Cost-effective
- Brand awareness for the funeral home
- Educational

Email

- Great second step for existing leads/contacts
- Free
- Interactive
- Provides value to existing leads

Best Practices

Facebook

- Boost the post
- Monitor comments
- Capture the lead, engage, then send invite
- If the event fills up, create new group presentations

Email

- Blind copy contacts (BCC)
- Email less than 50 contacts at a time
- Be prepared to respond quickly
- Do not just send a link for people to join

Presentation Format

- Shorter presentation/concise content
 - Harder to keep their attention than when face-to-face!
- Clean text and graphics
 - Monitor quality varies
 - Graphics to illustrate the point
 - Easier to become distracted when virtual
 - Potential lag time
- Limit animation
 - Lag time with animation
- No videos!



And, we have planned for the “What ifs” in our lives with...

- Auto insurance
- Health insurance
- Fire insurance
- Flood insurance
- Homeowners insurance
- Life insurance



Conducting your presentation: Preparation

- Prepare. Practice. Practice. Prepare. Repeat!
- Have a “dress rehearsal” or two using Zoom’s recording function. This will help you:
 - get comfortable presenting without the nonverbal feedback you are used to receiving.
 - get comfortable working with a moderator!
 - adjust the position of the computer’s webcam and the room’s lighting so that you look sharp and professional.
 - determine how you look on the screen (OK, we didn’t say it would be comfortable or that you would like it!).
 - see what your background looks like to others.
 - ensure you get practice sharing your screen!



Conducting your presentation: Going Live!

- ***Set an image of a person to talk with mentally.***
- Imagine yourself as a TV personality!
- Be the primary “visual aid” in the presentation
 - The audience visually engages with the slides BUT it will be you and your delivery of the message that the audience connects with!
 - Be aware of hand gestures, noises (dogs, kids, interruptions), etc.

Key Point: Humans are visual creatures. Most of us process information based on what we see. 65 percent of us are visual processors. 30% are auditory.

- Use engaging words like “you,” “us,” and “we” to aid in making the connection!

Follow up: Do what you promised!

- Follow up within 24 hours doing what you promised the group and thank them for attending!
 - Call
 - Email
 - Text
- Follow up with those who didn't attend!
 - Offer to walk through the information with them since they could not attend.



Where will you find the information?

- Online Access
 - Resource Library/Virtual Sales Resources
- FDLIC Sales
 - Sales SharePoint/B2C Sales Tools/Virtual Sales Resources
- FDLIC's Website
 - Zoom resources
 - www.funeraldirectorslife.com/zoom

Online Signatures



Questions?