



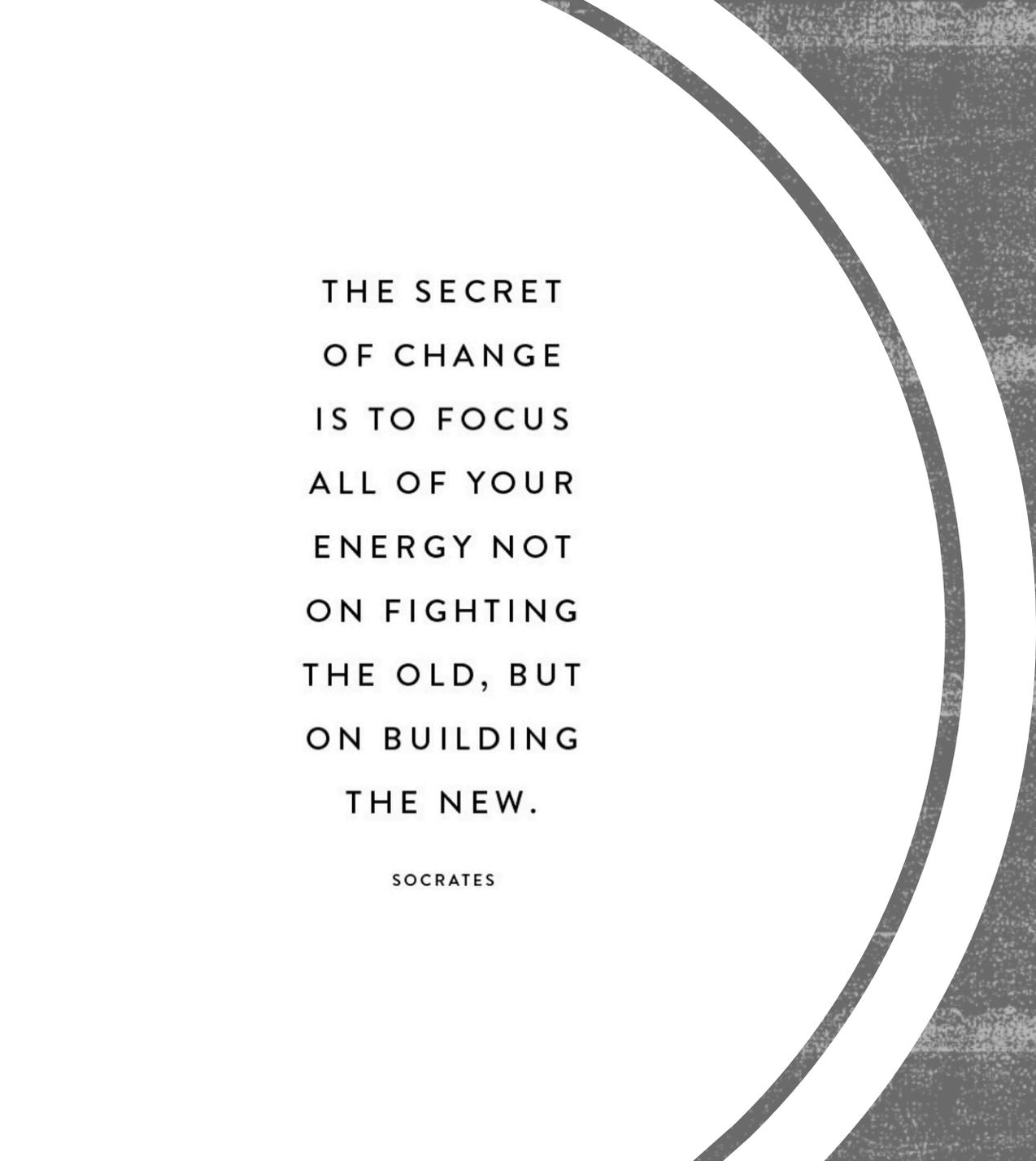
**GRAB  
YOUR  
COFFEE!**



# HOW DO I SURVIVE AND THRIVE?

Act One!





THE SECRET  
OF CHANGE  
IS TO FOCUS  
ALL OF YOUR  
ENERGY NOT  
ON FIGHTING  
THE OLD, BUT  
ON BUILDING  
THE NEW.

SOCRATES

**KEEP THIS IN  
MIND AS WE  
TALK TODAY!**

**THANK YOU  
FOR  
RESPONDING  
TO THE  
SURVEY.**

The results are in:

Spotlight your peers

“Let’s wait until this thing is over before we meet.”

**This is a response many of you are hearing.**

We’re going to get families to meet with you now!

**WE'LL  
GET INTO  
BOTH  
TOPICS!**

Let's start with putting 3 of your peers in the spotlight.

# **SUNSHINE ANDERSLAND**

- Over 30 years experience in the business
- Her funeral homes are located in the outlying areas of San Antonio Texas

**LET'S TALK  
ABOUT  
APPOINTMENT  
SETTING.**

“What excuse can they really have right now? I am able to accommodate the appointment in so many ways.”

# MINDSET

- Keep it fresh!
- It really is a “mindset,” so you have to get yourself there before that first phone call.
- No excuses allowed!
- Go with what is happening around you.
- Push yourself to do new things!
- Without the activity you will not see the results.

# **CHUCK CALDWELL**

- New to the preneed world, as of October 2019
- Located in Moorehead City, NC servicing a 550-call firm with 3 cemeteries
- Previously an at-need funeral director who made the switch to preneed

**LET'S TALK  
ABOUT  
APPOINTMENT  
SETTING.**

“I have to adapt in order to get the appointment. Whatever works for the family.”

# MINDSET

- I start my morning with a game plan, the same as I always have.
- Activity in my pipeline equals sales. It's that simple.
- I attack each call as I always have. I see myself getting that appointment.
- Having something in your pipeline that you know is going to process is like waiting on the Easter Bunny!
- I am going to do what I need to get it done!

# WALT FUGE

- Located in Cleveland Ohio and servicing 4 funeral homes.
- Has been in this business for 18 years.

**LET'S TALK  
ABOUT  
APPOINTMENT  
SETTING.**

“I give the person lots of options to meet right from the start so they know I can accommodate whatever they want.”

# MINDSET

- Keeping my pipeline full and not over thinking what is going on. Families still need my help.
- A lot of families are not aware of how the funding works and when they find out, they get excited!
- Phone calls: I am re-dialing a second time before leaving a VM and this has resulted in more pick ups on that 2<sup>nd</sup> call.
- Doing all of it (text, emails, calls, snail mail, drop off, in person) whatever it takes!

**WHAT IS THE ONE COMMON THEME IN  
EACH OF FEATURED PRODUCERS?**

**Chat in!**



# **A COUPLE OF ADDITIONAL REQUESTS.**

- **Field Underwriting help**
- **How to handle seniors without computers**



SharePoint/Sales/Resource  
Library/B2C OR Online  
Access/Resource Library  
And also the FD website/online  
resource/past webinars.

You can find all the past tools  
and a wealth of information to  
use right now!

Everything you  
need  
is already inside  
you.

Don't wait for  
others to light  
your fire .

You have your  
own matches.

**I LEAVE YOU  
WITH THIS  
TODAY!**