

Virtual Preneed: Overcoming the “Cancel Appt” Objection

- Customer: I’d like to reschedule our appointment tomorrow for a time when we could meet in my home like we planned.
 - Response: I know that it’s a challenging time right now not being able to meet face-to-face however, I have had many very productive conversations with families over the phone and even virtually with the use of video calling.
 - It is important that we continue our progress and I have found that these options work wonderfully. It’s also important that we keep our conversation going and that you share with me the decisions that you have made. I will call you tomorrow at 10:AM as we planned but rather than be face-to-face we’ll discuss it over the phone and decide what method works best for you going forward.
- Customer: OK, sounds good!

Final Outcome: That morning at 10:00 AM, the appointment was conducted with this customer over the phone, value was provided through education, compassion, and a consultative approach, and the customer purchased a preneed contract over the phone.



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