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Alan Creedy.org  
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# Subscribe for your FREE COPY today!!!

- Subscribe for your free copy of *"We stand at the Threshold"* today.

- What's different
- What will it take to be relevant
- What will it take to win

- Video Interviews with Thought leaders

- Find out what leading practitioners and vendors are doing
- Tap into experts from outside the industry
  - Internet marketing to boomers
  - How to revive a stalled business
  - Innovative research that gets real answers

- Team and study group assignments

- Real world projects that will help your team develop a winning strategy
- New products and innovations





# Fair Warning

Thinking Ahead

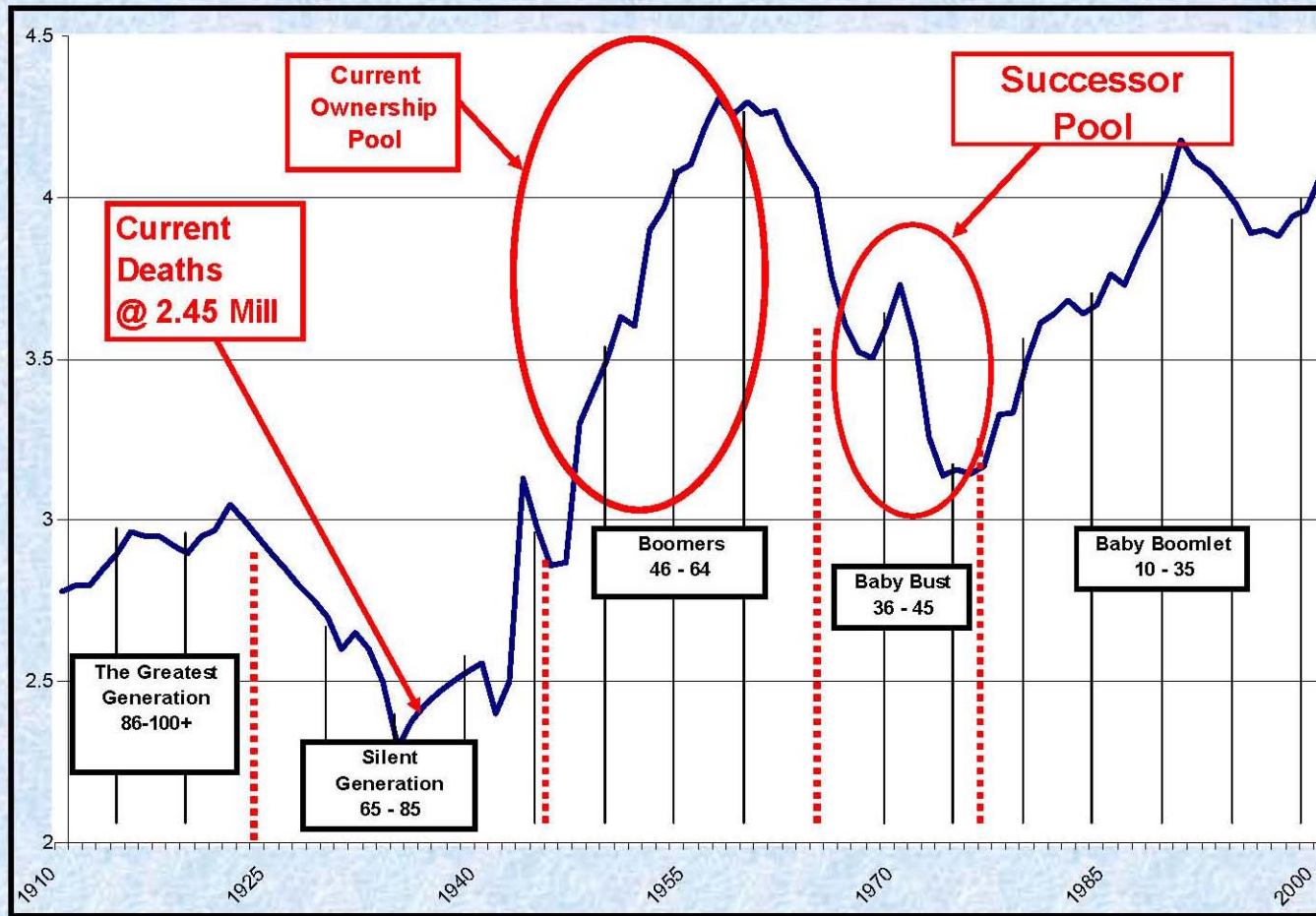
# We Stand At The Threshold

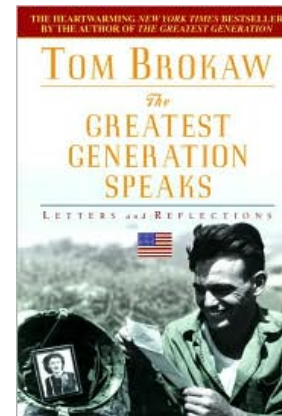
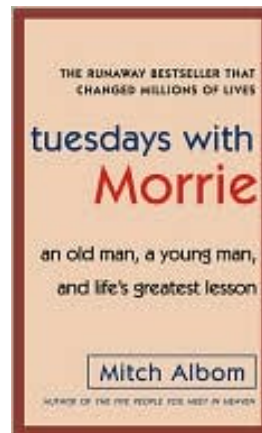
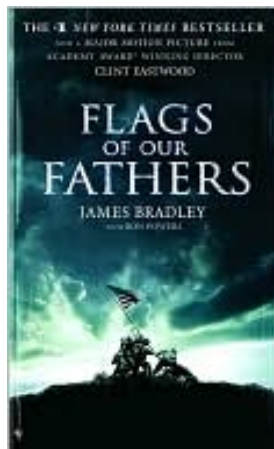
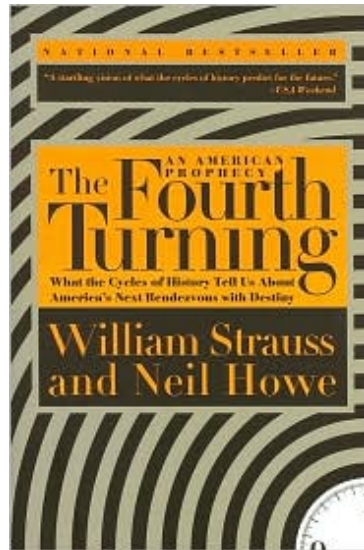
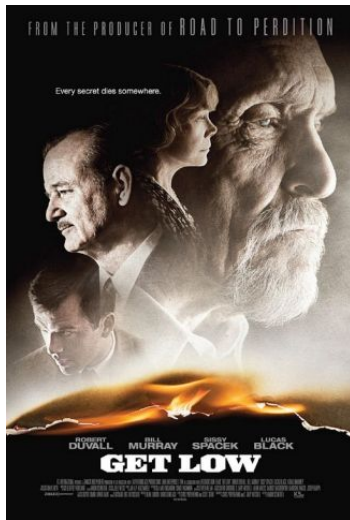
*The New Normal In DeathCare*





# U.S. Birth Profile





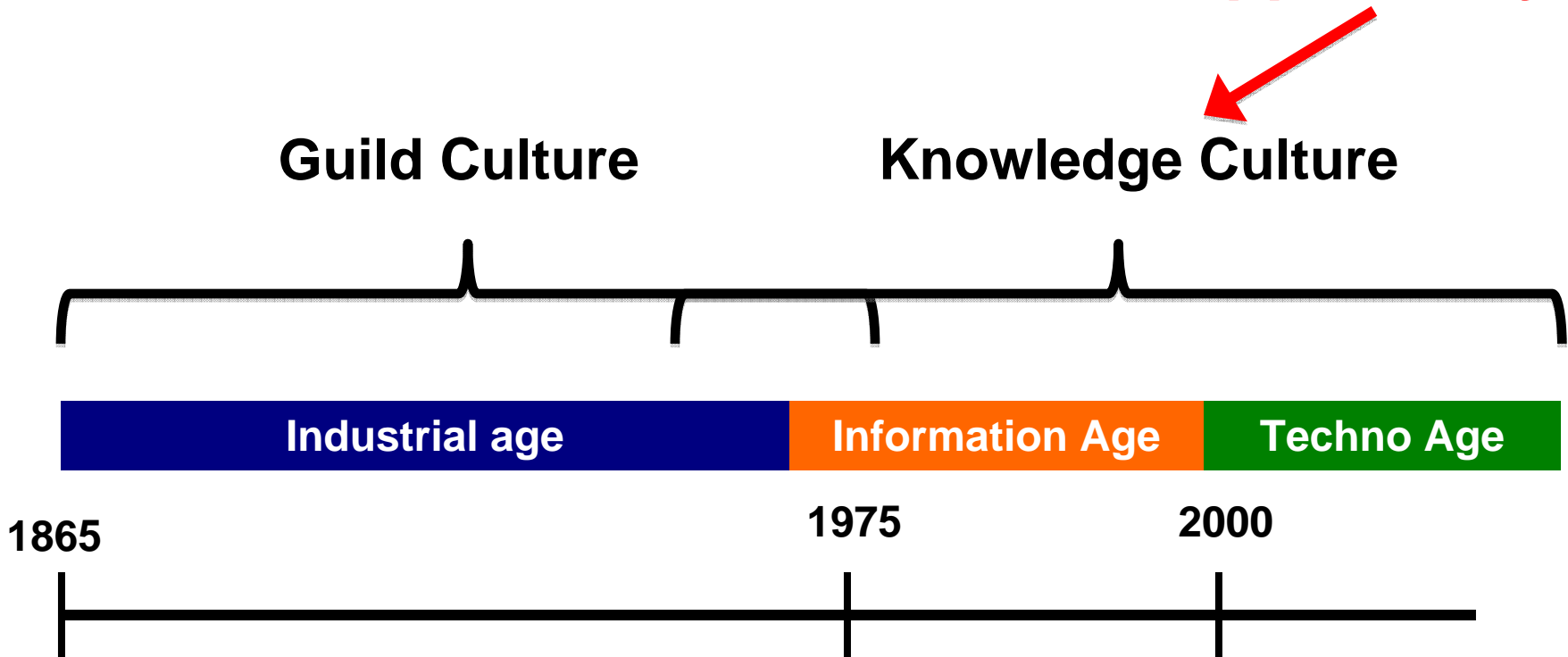
# The Old Normal





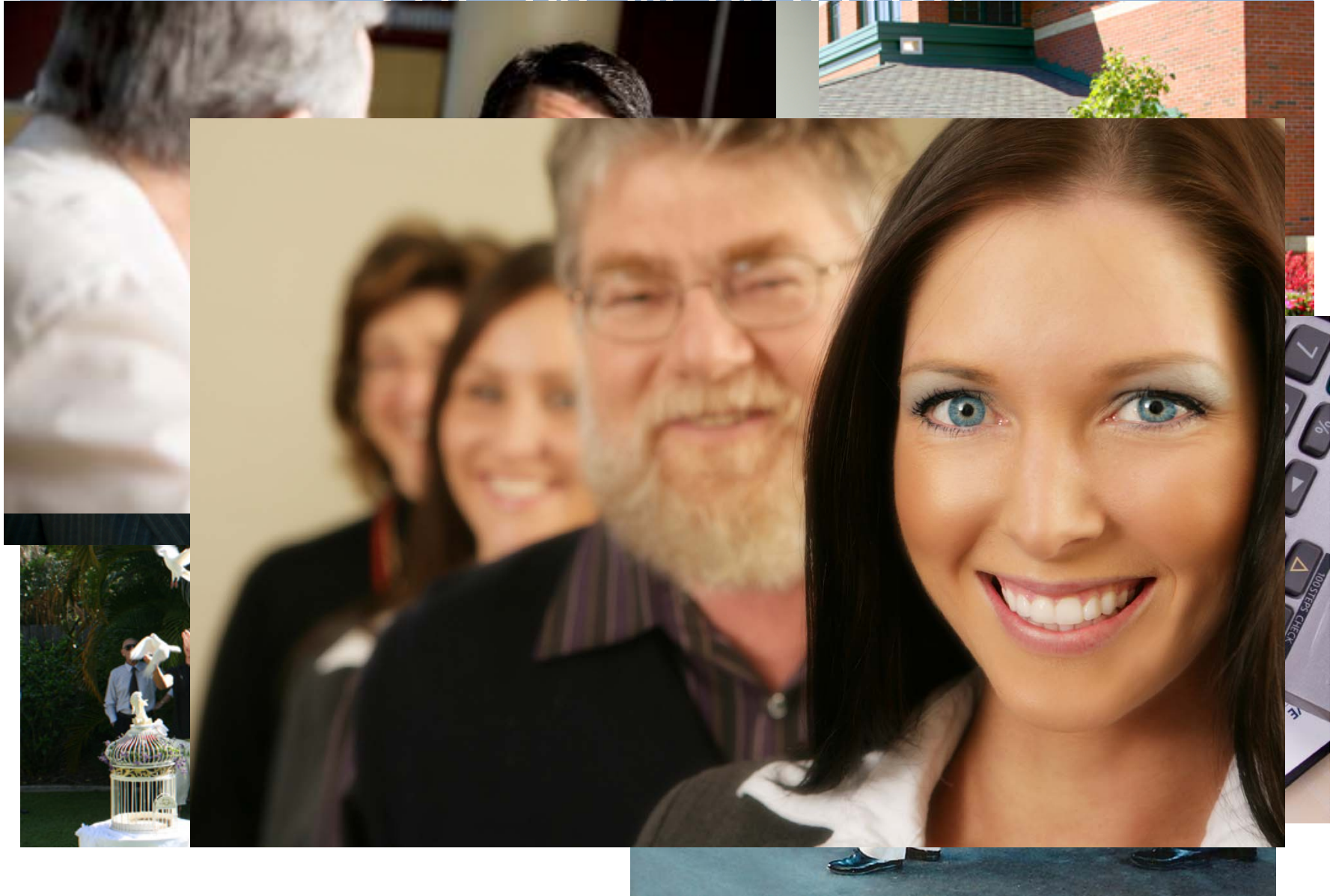
# Culture Interrupted

**Opportunity**





# The New Normal



# The New Normal

## A COMPLEX SALES ENVIRONMENT

- Expensive
- Involve technical component
- Require multiple roles for seller and buyer
- Require that you build and sell value

# Funerals: a Complex Sale

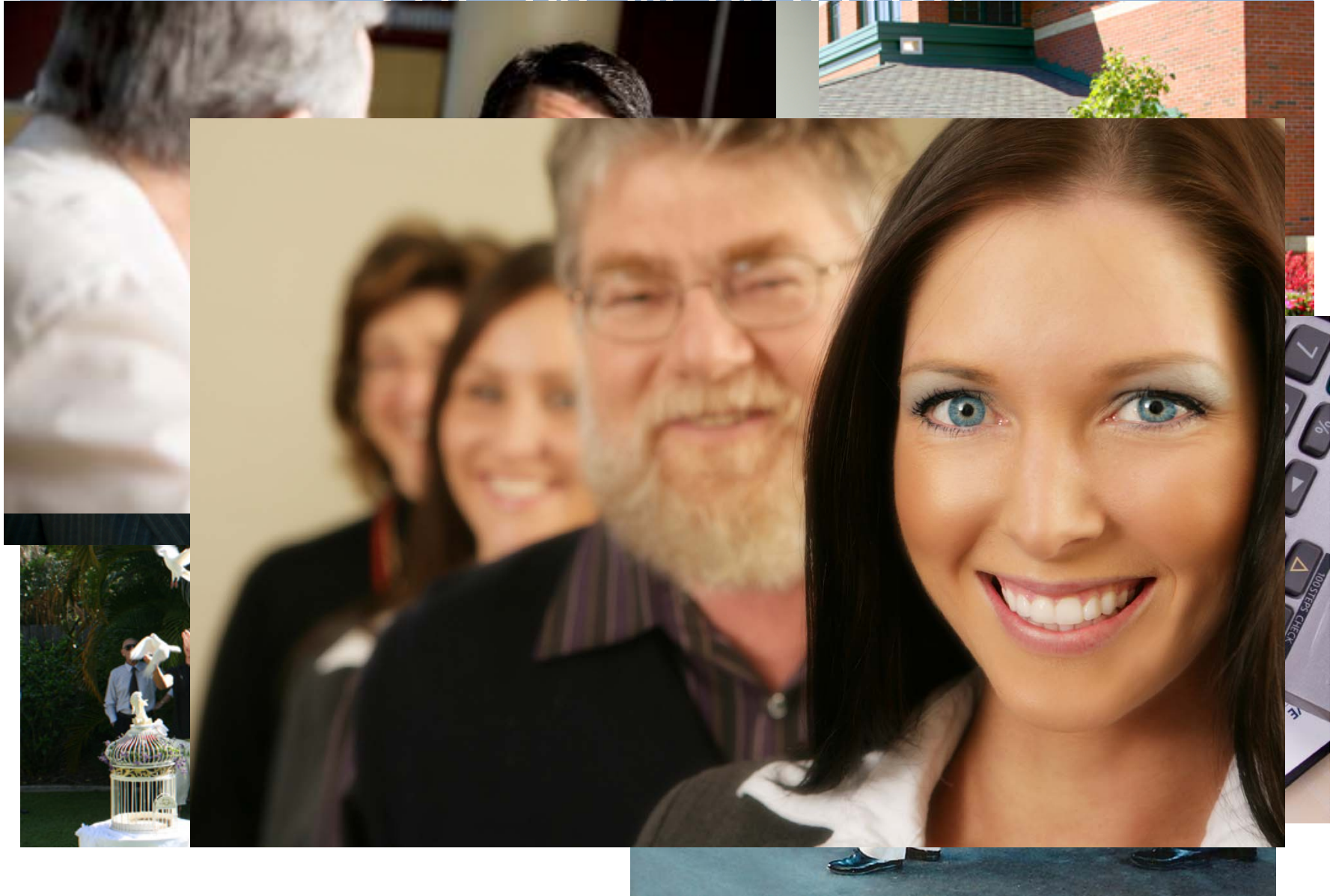
- Include “why buy at all?” as well as “why buy from you?”

# Funerals: a Complex Sale

- Include “why buy at all?” as well as “why buy from you?”
- Involves buyer side resistance
- Often involves multiple decision makers
- Today’s Buyer is a “**Knowledge**” Buyer



# The New Normal



# Back To the Future 2020

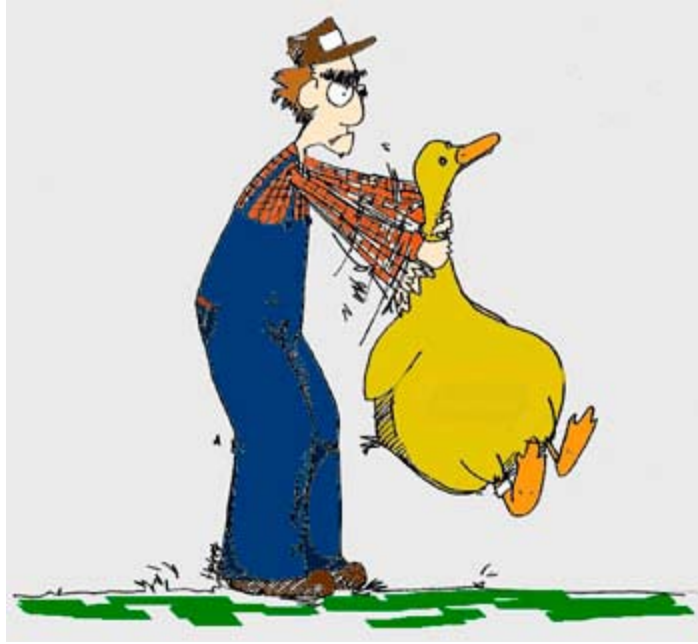
- Cremation is 70%
  - Direct cremation is 45%
- 15% of memorial functions are DIY
- 15% of memorial functions are performed by other institutions (nursing homes, hospice, churches, hotels)

# Why Will We Have Failed?









# Stuff You Should Be Thinking About

- 10,000 Boomers PER DAY
  - Implications
- Over half of operators over age 55
  - Implications
- Boomers experiencing more simultaneous life events than any previous generation
  - Implications
- Boomers emphasizing relationship & purpose
  - Implications

# The Theory of The Business



**Peter Drucker**

# The Theory of The Business

- Three parts:
  - Assumptions about our environment
    - What is it people pay us for?
  - Assumptions about our mission
    - How do we make a difference?
  - Assumptions about our core competencies
    - Where must we excel in order to win?



What Do People Pay us For?  
Why?

# People Pay Us Because They...



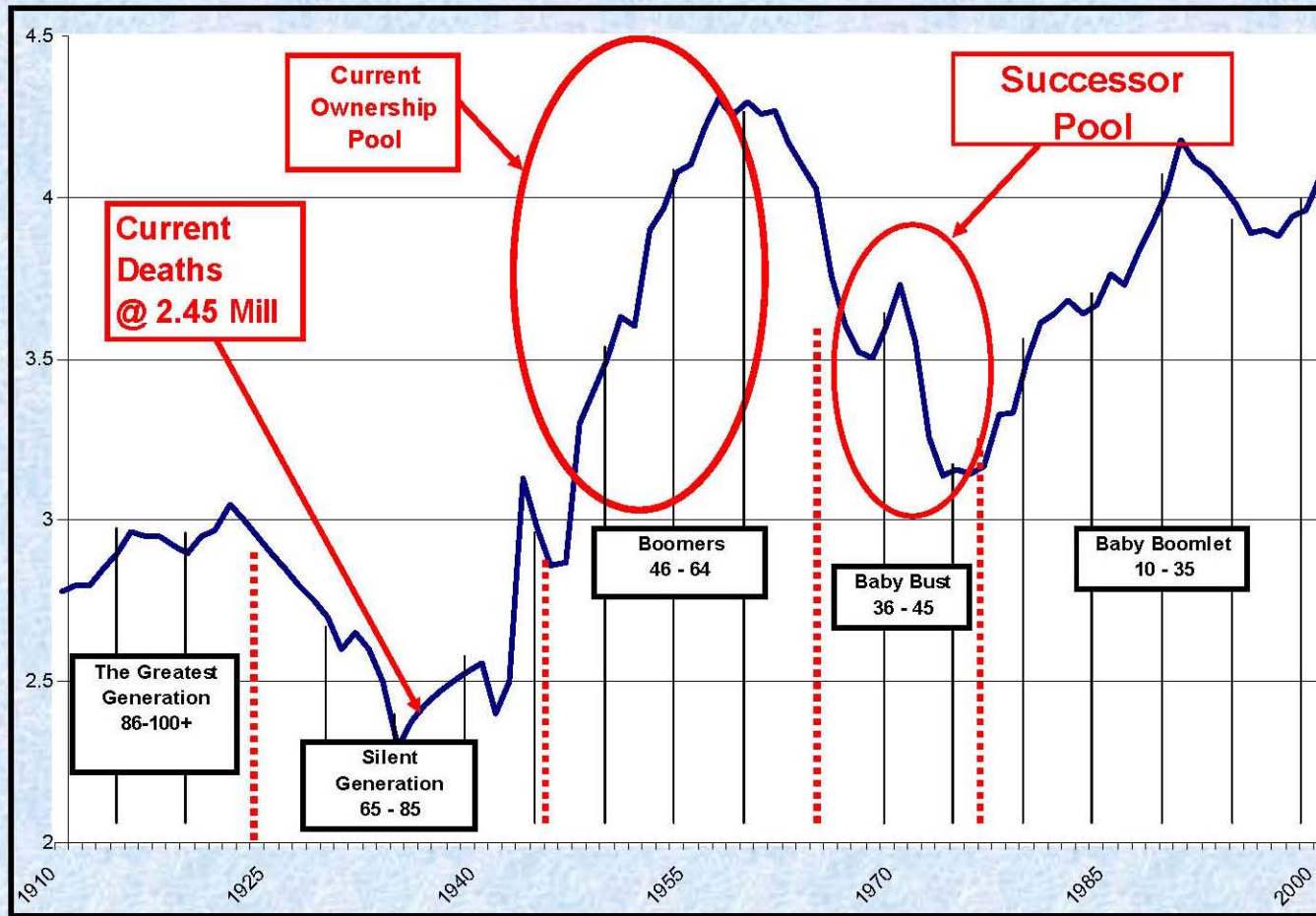
# **Our Business Environment**

## **The New Reality**

**It is not enough to be better**

**We must be Different**

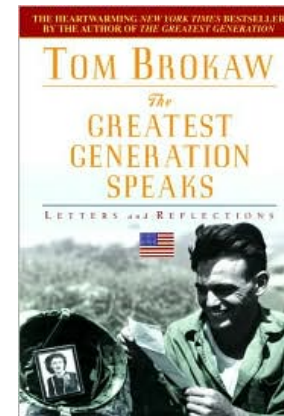
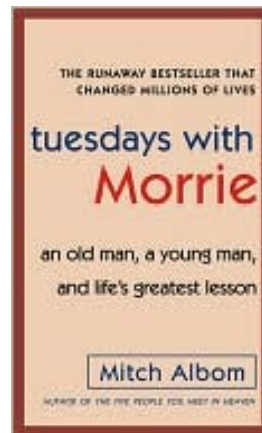
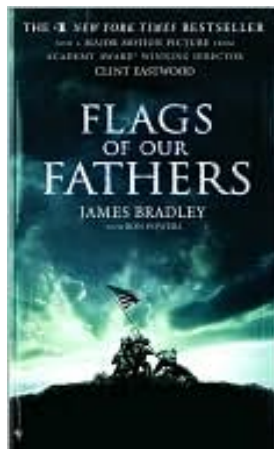
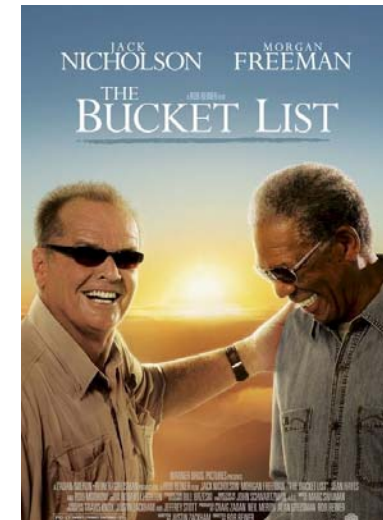
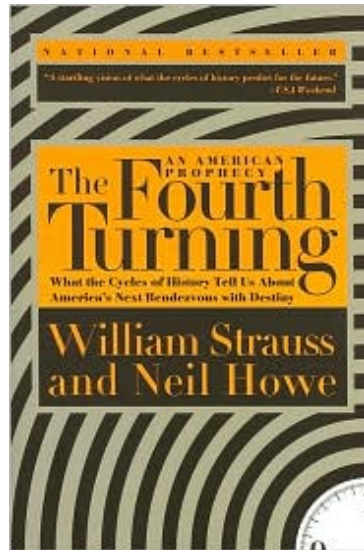
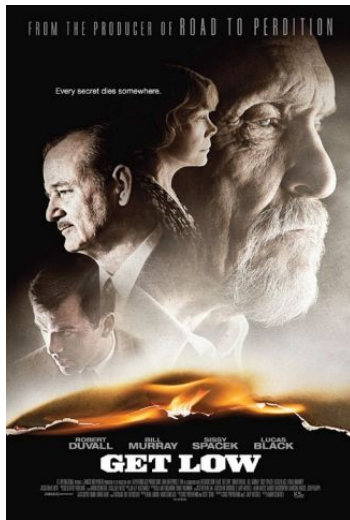
# U.S. Birth Profile



# Our Customer

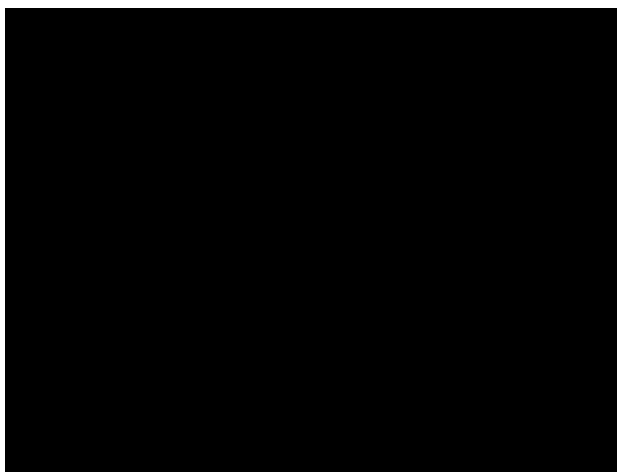
- 10,000 Boomers a day
  - Implications
    - Avge age of death will go down
    - Expanding Memorialization Opportunities
    - Process vs. event
      - » New and different roles







**Boomers  
are turning death  
into  
final teaching  
opportunities**



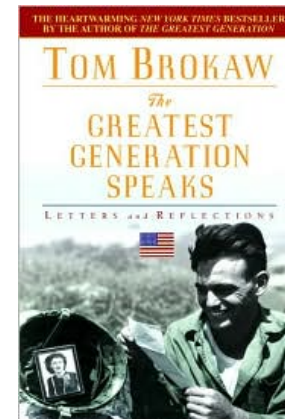
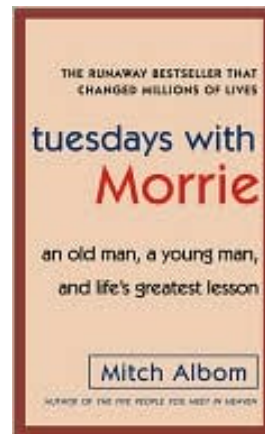
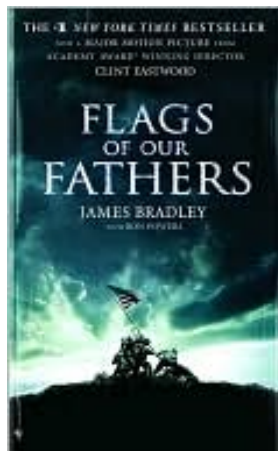
THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR  
**APPROPRIATE AUDIENCES**  
BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

THE FILM ADVERTISED HAS BEEN RATED



[www.filmratings.com](http://www.filmratings.com)

[www.mpa.org](http://www.mpa.org)





# Our Customer

- 10,000 Boomers a day
  - THEY WANT TO BE REMEMBERED
  - THEY ARE AFRAID OF BEING FORGOTTEN



# Our Labor Pool

- More than half at or near retirement
- Gen X and Y have different work ethic
- Implications
  - Infrastructure strain
  - Younger generation is better than you think
  - Consolidation by default

# Technology

- Future Shock
  - Implication
- Social Media
  - Implication
- Websites
  - Implication
- Data management
  - Implication

# Innovation

- Going Backward to Go Forward
  - Video tributes = Mourning pictures
  - Thumbies & mementoes = Mourning Jewelry

# Innovation



Viewing without a casket

# Innovation



# Stop Confusing

**Efficiency**





# Flat Marker Cemeteries:

## Levittown For The Dead





# China Gives Us a Hand











R  
LOYD C  
30  
EVELINE I  
1918

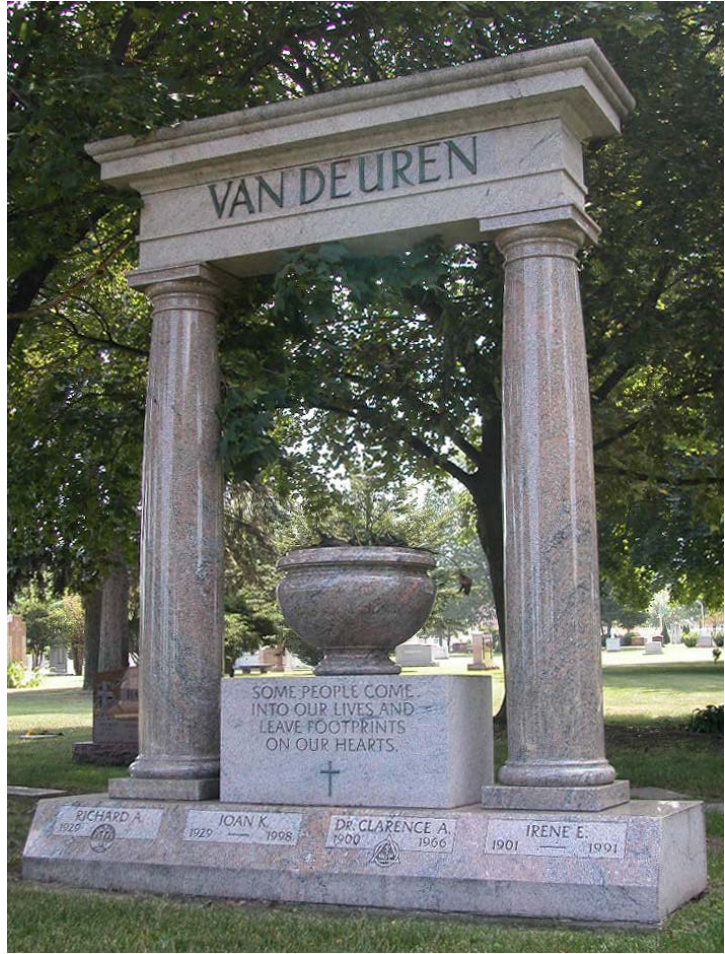
CUNNINGHAM  
BERNICE M. FREDERICK C.  
"BENNY" "FRED"  
1933 - 2009 1932  
LOVES LAST REMEMBRANCE

HUNTER  
ALLAN G.S.  
JAN. 11, 1910  
JUNE 28, 2005  
A GENTLE MIND  
MARRIED  
1934

BAUMGARTNER  
DORIS  
- 2009  
IN GOD'S CARE  
ED  
1924  
AT REST



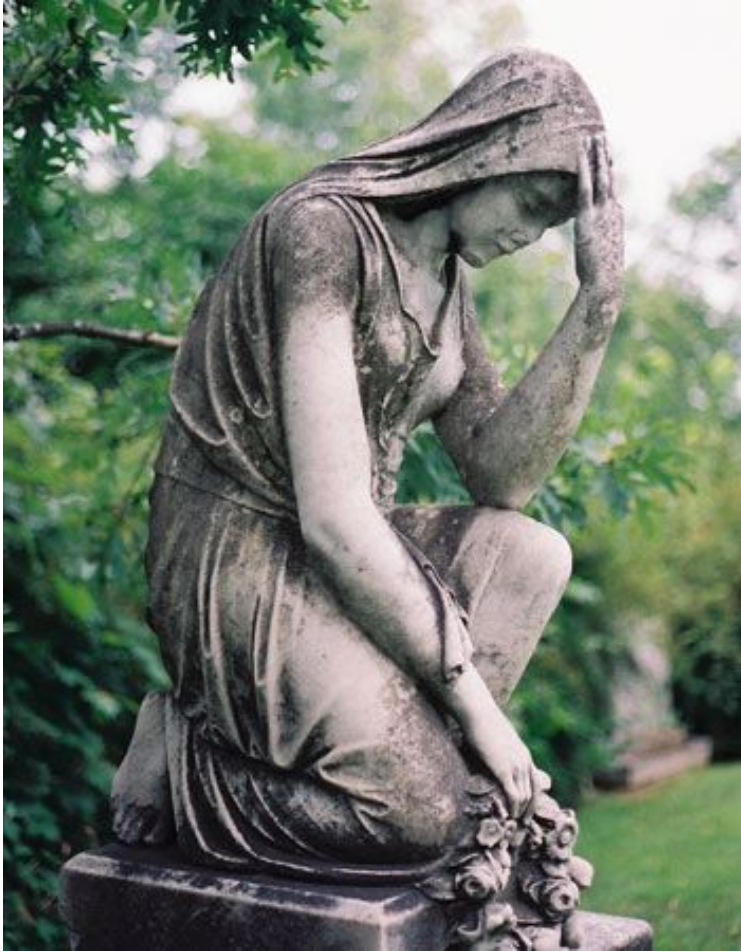






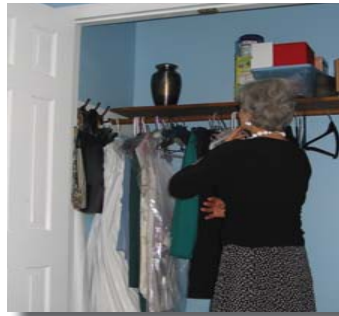






# Untapped Demand

Isn't it time to take Dad  
out of the closet?



Everyone deserves a dignified final resting place. Call  
American Tombstones and find his today 919-730-2480.

*Memorial creations for  
your home and cemetery*



*Now serving the Greater  
Research Triangle*

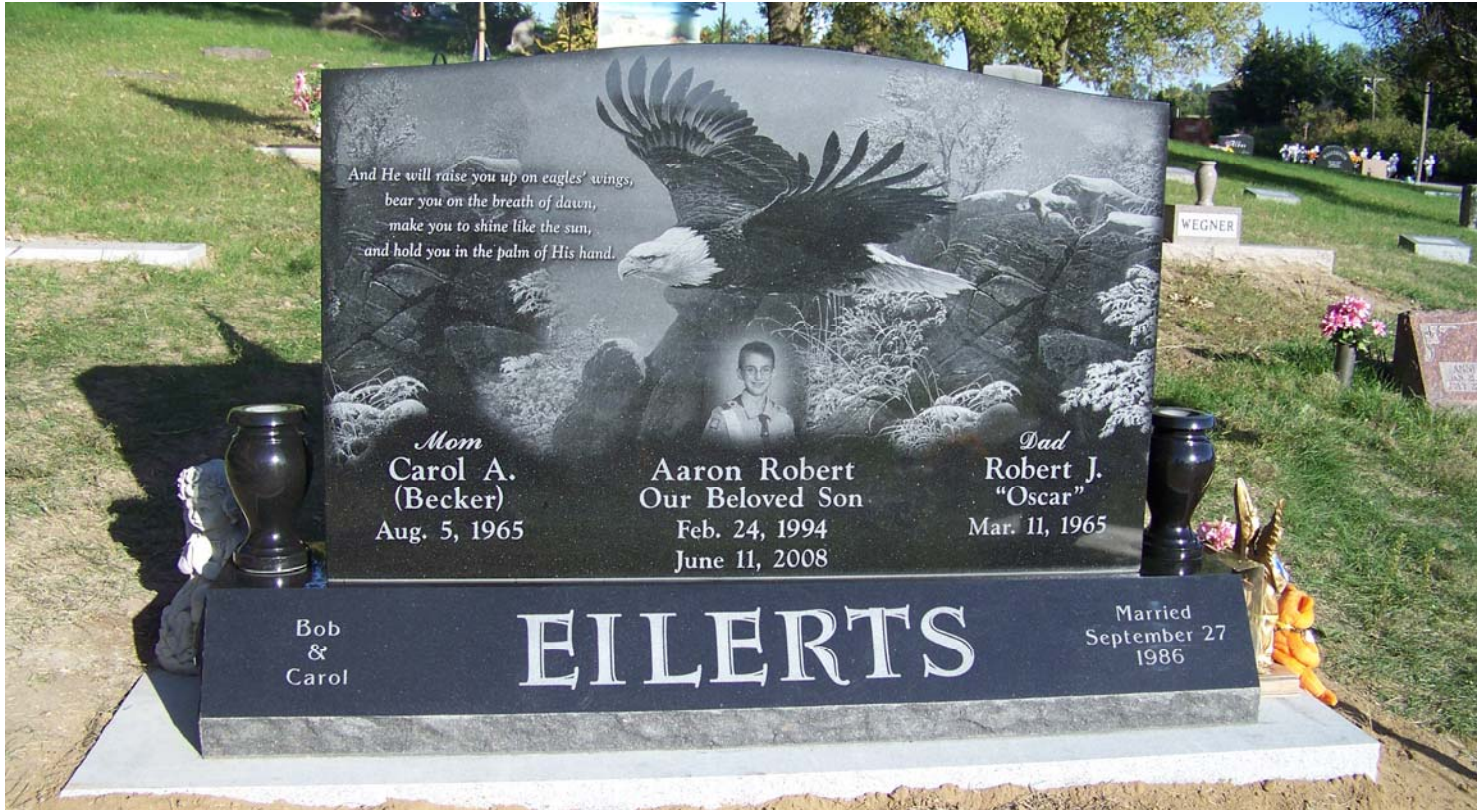
(919) 730-2480 or (800) 204-1852 • [www.AmericanTombstones.com](http://www.AmericanTombstones.com)  
3801 Wake Forest Road, Ste. 200, Raleigh, N.C. 27609

Technology Expands Options



# Laser Imaging & Design

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And He will raise you up on eagles' wings,  
bear you on the breath of dawn,  
make you to shine like the sun,  
and hold you in the palm of His hand.

*Mom*  
Carol A.  
(Becker)  
Aug. 5, 1965

Aaron Robert  
Our Beloved Son  
Feb. 24, 1994  
June 11, 2008

*Dad*  
Robert J.  
"Oscar"  
Mar. 11, 1965

Bob  
&  
Carol

EILERTS

Married  
September 27  
1986

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I N C O R P O R A T E D





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***Laser Imaging & Design***

I N C O R P O R A T E D





# Alternative Uses



**Our Mission**

**The New Reality**

**DeathCare Is Unique**

# Current Trends Risk...

- Trivializing the sacred
- Ignoring deep emotional drivers
  - Stepping over dollars to pick up nickels



# Death...

- Is deeply personal
- Is deeply emotional
- Has transcendent meaning
- Has elements of sacredness
- Has multigenerational impact

# Cemeteries Facilitate Stories...

- Of Hard Work
- Of Sacrifice
- Of Risks Taken
- Of disappointments & Of Victories
- Of Joy & Sadness
- Of Meaning

# Cemeteries Connect...

- The Past and the future with the present
- Families
- Communities
- Purpose with Meaning
- God

# Cemeteries Gives People...

- Somewhere to focus
- Someplace to go
- Something to remember
- **A place** to be remembered

# DeathCare ...

- Validates & affirms
- Facilitates healing
- Creates permanence
- Entrenches memories
- Defines & acknowledges that life... to have meaning...must have purpose
  - Reminds us or gives us purpose

# **Our Core Competencies**

**The New Reality**

**What It Takes To Win**



# New Skills

## Soft Skills

- Listener
- Comforter
- Intuiter
- Encourager
- Story teller

## Hard Skills

- Sales person
- Planner
- Stage creator
- Business manager

# People Pay Us Because They...



# Soft Skills



- Bond
  - Engender Trust
- Compassion
- Make people feel important
- Create ways for personal expression
- Make people remember how you made them feel
- Relationships above selling

**People Buy From People They Like**

## Hard Skills



- Orchestrator / conductor
  - Coordinate
  - Stage for effect
  - Plan logistics

**People Remember How You Make them Feel**

# Hard Skills

input sheet results

## Free Breakeven Calculator

**How To Use This Calculator**

This is a simple way to calculate your break even in two ways: # of calls and \$ in revenue. I recommend you start by entering your best guesses. The results will tell you if you are close. You can play some "what / if" games by changing the input on this sheet. For instance: What if you increased your burial prices by 5%? Try it and see what happens. Have fun! After you have learned how it works you can get serious by inputting actual data from your financial statements.

### Step 1 Call Mix & Average Sale

**Your Call Mix:**

Burials

Cremations

Misc. Calls

Total Calls

**Your Sales Averages:**

Avg. Burial Sale

Avg. Cremation Sale

Miscellaneous Rev

### Step 2 Average Wholesale Cost

**Your Wholesale averages**

Avg Casket Cost

Avg Vault Cost

### Step 4 Mdse Volume

**Your Units Sold**

Caskets Sold

Vaults Sold

- Business Manager
  - Finance
  - Operations
  - Human Resources
  - Strategist
  - Marketer

Learn How to Count

# Free Breakeven Calculator

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## Step 1 Call Mix & Average Sale

### Your Call Mix:

Burials	<input type="text" value="0"/>
Cremations	<input type="text" value="0"/>
Misc. Calls	<input type="text" value="0"/>
Total Calls	<input type="text" value="0"/>

### Your Sales Averages:

Avg. Burial Sale	<input type="text" value="0.00"/>
Avg Cremation Sale	<input type="text" value="0.00"/>
Miscellaneous Rev	<input type="text" value="0.00"/>

## Step 2 Average Wholesale Cost

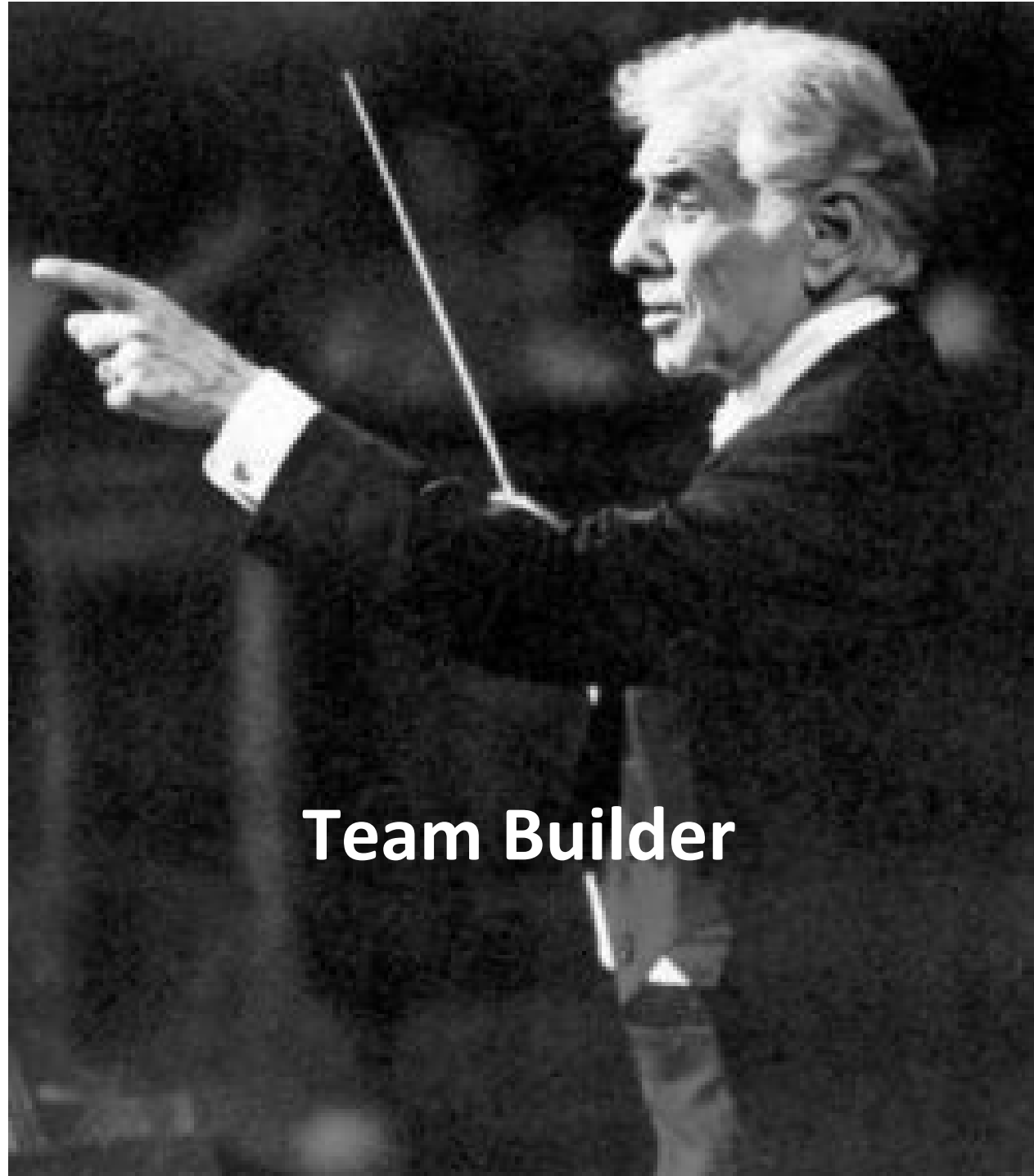
### Your Wholesale averages

Avg Casket Cost	<input type="text" value="0.00"/>
Avg Vault Cost	<input type="text" value="0.00"/>

## Step 4 Mdse Volume

### Your Units Sold

Caskets Sold	<input type="text" value="0"/>
Vaults Sold	<input type="text" value="0"/>



**Team Builder**



# Feed the Team

- **UnHappiness Drivers**
  - **Working Conditions**
  - **Security**
  - **Relationships**
    - **With Boss**
    - **With peers**
  - **Company Policies**
  - **Compensation**



# Feed the Team

- **Happiness Drivers**
  - Personal / team achievement
  - Recognition
  - Autonomy
  - Challenge
  - Growth



# Engagement Vs. Motivation

- Connect personal values to work
- Opportunity to contribute
- Autonomy (the boss trusts me)
- I know what is expected of me

# Engagement Vs. Motivation

- Regular feedback
- Somebody at work cares about me
- I have interacted positively with my boss this week

# Summary

- Boomers
  - 10,000 / day
  - Relationship & Purpose
  - Event > Process

# Summary

- Innovation
  - Go backward to go forward
- Technology
  - Expands product opportunities
  - Creates meaningful efficiencies
  - Makes communication easier

# Summary

- DeathCare is not like any other product or service
- Stop fighting among ourselves & learn to fight for ourselves



# Summary

- New skills and roles
  - Personal Expression
    - Relationships and purpose
  - Help people memorialize their story
  - Learn how to manage your business

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