

Wilbert®

Commemorating Life with Respect™

HANDLING CONCERNS



Handling Concerns Objections and Responses

When a family raises an objection, that's not necessarily a bad thing. The fact that someone is bringing up a concern means that you have a chance to find an answer for them. People who are completely uninterested in the product or service would not waste their time objecting.

The important thing when you hear an objection is to address it right away in a thorough and professional manner. Don't get defensive or confrontational with the family. And, whatever you do, don't take his or her objection personally.

As you know, when the family arrives to make funeral arrangements they are often in a fragile state: emotional, very stressed, possibly medicated and now in unfamiliar territory. Unlike you, they don't make funeral arrangements every day.

This is one of the worst days of their life and they need your guidance. You want to provide them with all the information and all the options that are available. There are no second chances when it comes to funerals. Nothing is worse than after the funeral the family says "you never told me.....".



TIPS:

How to avoid unnecessary objections

Let's first address how to avoid unnecessary objections. These four tips will help set the tone of the arrangement conference. When a real objection arises, you will have built rapport with the family and now they trust you and your suggestions.

- 1) Establish rapport and maintain it through the arrangement conference. This requires paying attention to everyone in the room. Make eye contact, show emotion, and let them speak without interruption.
- 2) Avoid the use of industry terms or jargon. They will not understand what you are talking about, which will add confusion and unnecessary stress.
- 3) Listen and ask questions to understand this particular family's wants and needs. Then fully explain the benefits and the value of the products and services that will meet the family's wishes.
- 4) Explain the products and services to the family. They know very little about this industry or making arrangements. You want to take the time to fully explain everything each step of the way. Do not assume they know about anything you are discussing with them.

Don't use the word "educate" to the family. A better word choice is "explain". The word "educate" gives the perception that you are smarter than they are and you don't want their first objection to be **YOU!**

Once an objection is presented

Listen Fully to the Objection

□ **First, hear them out - completely. Don't interrupt!**

When you hear an objection, resist the temptation to jump right in and immediately respond. By reacting too quickly, you risk making assumptions about the objection. Ignore any negative emotions you may be feeling and stay focused on what the family is saying. Listen with the intent of fully understanding the family's concerns and allow your body language and verbal confirmations to communicate to the family that you are listening intently.

□ **Use a softening statement before you answer:**

"I understand how you feel." - or - "Some families feel that way also."

Understand the Objection Completely

- **Question and isolate the objection to make sure it's the REAL objection**

Rarely will people give their real objection right up front. Maybe it's embarrassing, maybe they feel it's personal, or maybe it's because they don't think you'll see it as important as they do. One thing is certain: When you get to the real objection, you can address it.

First, ask permission from the family to understand and explore the issue. Restate the concern as you understand it. *"So if I may, let me make sure I understand..." - or - "Please let me make sure I understand correctly..."*

Sometimes when you restate the objection, the family sees the issue more fully, and you get closer to the true source of their objection.

Respond Properly

- **Answer the objection**

You should do your best to resolve their issue right away. After you're confident you've uncovered all objections, address the most important objection first. Once you work through the greatest barrier to moving forward, other concerns may no longer matter or feel as important to the family.

- **Don't wing it!**

Use a scripted response once you understand what the objection is. Don't wing it – the family can sense that, and it creates distrust. Long-winded responses can seem insincere, so keep your responses clear and to the point. **USE THE SCRIPT!**

Confirm that you satisfied the objection

Confirm their answer

Once you've responded to the family's objections, check if you've satisfied all of their concerns. Just because they nodded during your response doesn't mean they agreed with everything you said. After using a scripted response, confirm their answer. Use any one of the following:

“Did I answer that for you?”

“Does that make sense?”

“Have I satisfied that for you?”



After Isolating the Real Objection Objections and Responses

Why do I need an Outer Burial Container?

While you are not required by law to purchase an outer burial container, most cemeteries will require one for any ground burial. It protects the cemetery grounds from additional maintenance when the ground settles and sinks.

When a burial vault is used, it not only protects the grounds above, it also provides protection for the casket and your loved one. Burial vaults are lined and sealed which will prevent dirt and water from entering the burial vault. Additionally, burial vaults can be personalized.

Another choice is a concrete box, which is not lined and not sealed. It will protect the cemetery grounds but not the casket or your loved one.

Which burial vault and personalization were you considering?

Is there a warranty on a burial vault or a concrete box?

Yes, there is a warranty on a Wilbert burial vault, which ranges from 50 to 100 years depending on which vault you choose.

As for concrete boxes, there are no warranties since they are not lined and not sealed against the elements of dirt and water. They will protect the cemetery grounds but not protect the casket or your loved one.

Which burial vault and personalization were you considering?

* Warranty shall be void if the burial vault is not sealed by a Wilbert manufacturer or representative of manufacturer



My spouse is a veteran. Doesn't the government provide a free burial vault?

No, unfortunately, the U.S. Department of Veterans Affairs does not provide a burial vault but only a concrete box. A concrete box will protect the cemetery grounds but when a family prefers full protection for their loved one, they may purchase a burial vault. We have specific burial vaults designed and personalized for our veterans.

Which of the Veteran burial vaults and personalization would you like to choose?

**Please contact the National or State Veteran cemetery for specific information and benefits. The Veteran must be eligible for benefits.*

What's the cheapest protection for my _____?

Our least expensive burial vault is the Monticello. It is lined and sealed, and will provide protection for the casket and your loved one. Also, we can personalize it with a name plate and emblem, but not with any images or photos.

Which burial vault and personalization were you considering?

Why spend the money when no one is going to see it?

Actually, everyone will see it at the committal service.

As you saw in the video and on this graphic, many of our burial vaults can be personalized to create a tribute to your _____. You choose a background and some family photos and we then create a beautiful Treasured Tribute on the burial vault cover. Also, many families and guests write their goodbye's or simply sign their names on the cover while it is displayed at the graveside for the final tribute to your _____.

This graphic shows backgrounds to choose. Which burial vault and personalization were you considering?