

One shoe does not fit all

Consider these two scenarios: 1) your funeral home has one cremation option, 2) your funeral home has a traditional arrangement option as well as a less expensive online option like SimpleCremationOnline.

Scenario 1: One choice

Family contacts your funeral home and is concerned about cremation prices. One of your staff members shares your \$2850 direct cremation package and asks when can they come in and make arrangements. The family member is hesitant about this price and admits they have been shopping around. Your staff member explains that your funeral home has been locally owned for 80 years, the removal will be done promptly and professionally, and they have the opportunity to work with a funeral director in person. While the family member admits those things are nice, it's not enough to justify paying double what your competitor is charging. They end up using the other firm they contacted and while they don't get the highest quality service, they save a significant amount of money. The call is lost.

Scenario 2: Multiple choices

Family contacts your funeral home and is concerned about cremation prices. This time, one of your staff members can engage in a real dialogue with the family and explain that they have a few different options. They can have the convenience and cost savings of using your SimpleCremationOnline site and pay about \$1400 or come in and sit down with a director and pay the normal price of \$2850. Your staff member explains plainly that these are two very different service levels which justify the price difference. With your help, they end up deciding to use the less expensive online option. Since they are doing the majority of the work and not coming into the funeral home, you can still make a profit on the online option even though you charge so much less. You've now gained market share and still maintained the high quality service that your brand is known for. The call is saved!