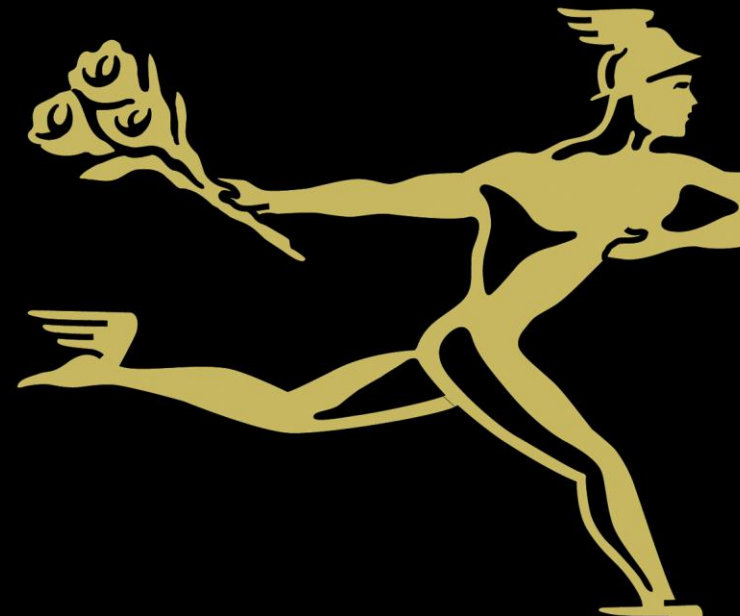


# Reviving Sympathy Sales

Jeff Corbin, AAF, AIFD, PFCI

November 12, 2013



Imagine ...



...A Funeral Without Flowers





**FTD**

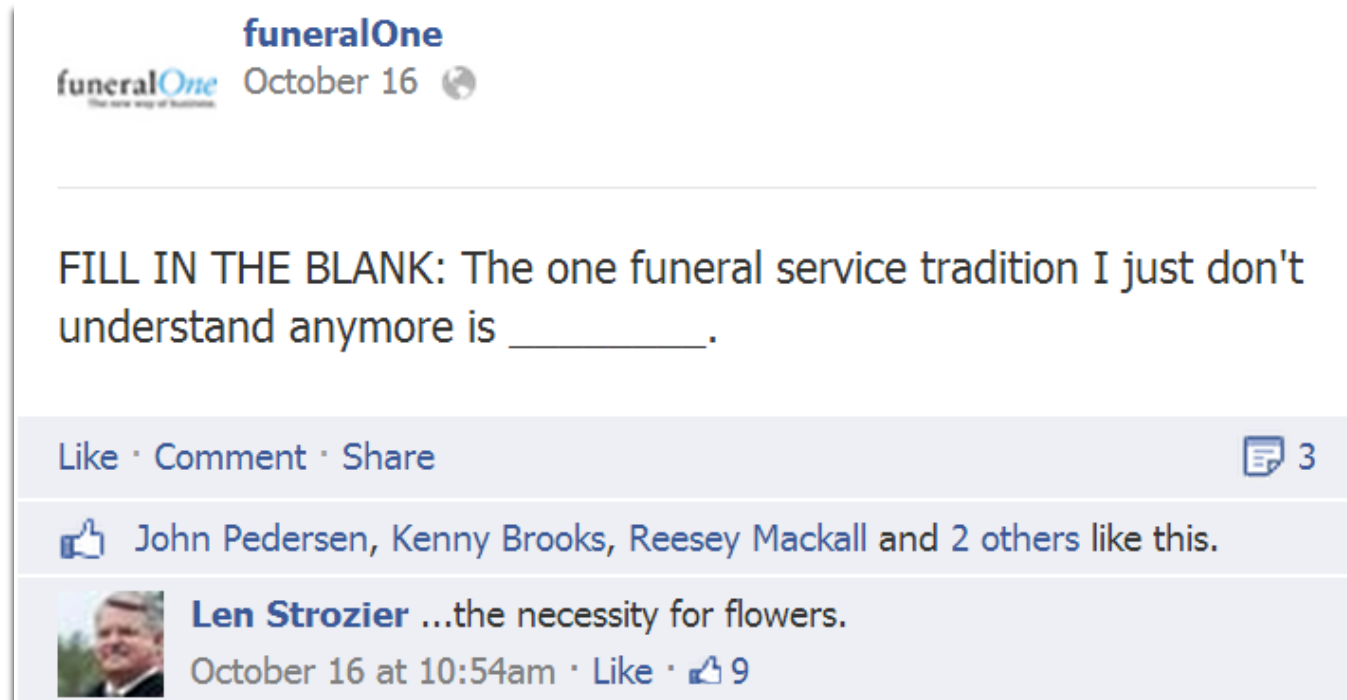
Flowers say it better. FTD says it best.™

Increased Baby Boomers = Increased deaths  
Increased deaths  $\neq$  Increased Sympathy Sales

**What's wrong here?**

## Effects of “In Lieu of”

- Derogatory
  - No alternatives
  - Has created a mindset against flowers



# Traditional Sympathy Sales

- Regular customers
- WOM
- WAS
- Funeral Home Referrals



# Relationship With Funeral Home

- Good, Bad, Indifferent?



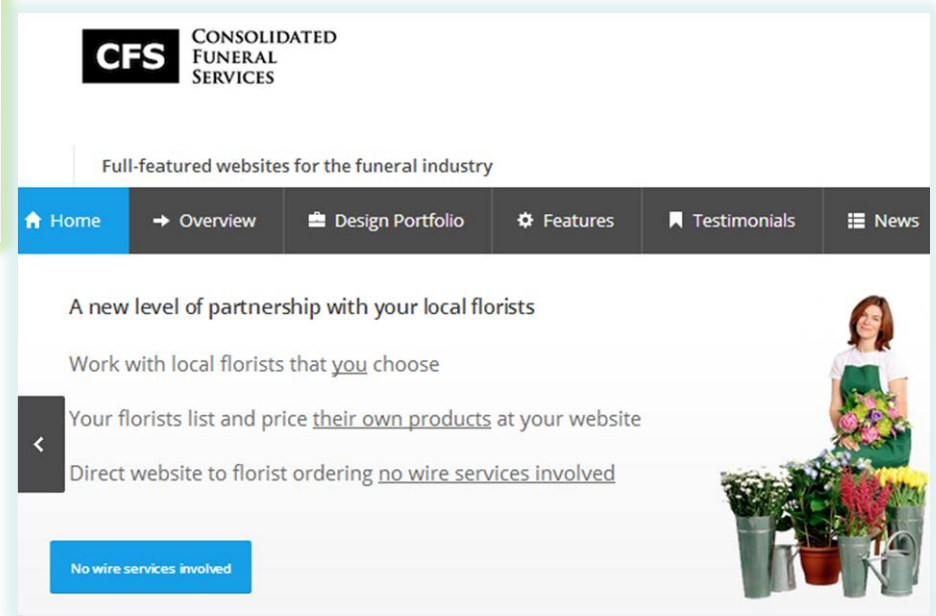
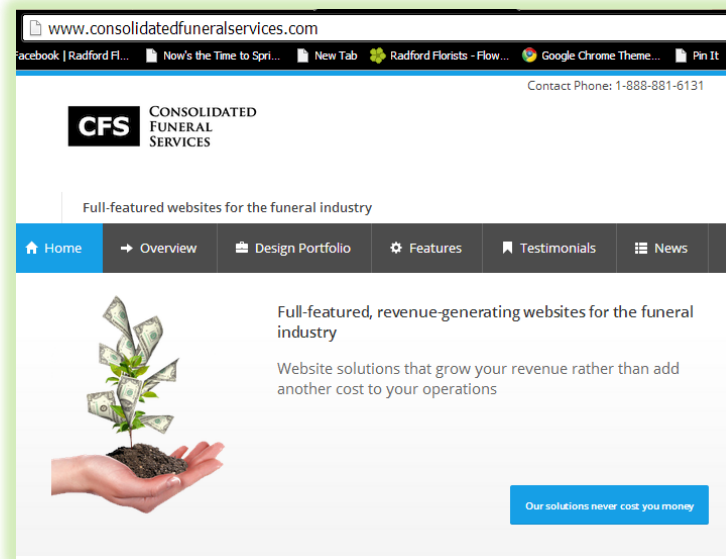
## Free Websites

- <http://www.consolidatedfuneralservices.com/>
- <http://www.funeralone.com/>



# Competition for Funeral Home Support

- [www.consolidatedfuneralservices.com](http://www.consolidatedfuneralservices.com)





# Competition for Funeral Home Support

## [www.consolidatedfuneralservices.com](http://www.consolidatedfuneralservices.com)



- Make money from your website. Share in the money saved by allowing your website visitors to do business directly with your local florists.



### A unique model that serves your customers, your florists and you

When people order flowers for a funeral online, the bulk of the order money goes to wire service fees, surcharges and commissions. Wire services and order aggregators that pay funeral homes commissions are clearly taking as much, if not more, for themselves. This is bad for your customers and bad for your florists. This may generate revenue for you but at what cost?

We are the only website vendor that incorporates your local florist's products directly into your funeral home website. Your florist lists their own products, adds their descriptions and sets their own prices. When an order is placed, it is directly sent to your local florist using the mechanism that they specify. There is no wire service involved, no surcharges and no monthly fees – just direct website to florist ordering.

Since we do not have a wire service making money between the customer and florist, our model generates a commission that is shared with the funeral home. You decide how much commission you'd like to take. Since your florists set their own prices, they can build the

commissions into their pricing model, allowing them to receive a fair price for their services. As there's no hefty transaction charge levied on the customer, the florist's price plus commission is virtually guaranteed to be lower than what the customer would pay at another website.



# Competition for Funeral Home Support

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

The screenshot shows the funeralOne website banner. At the top left is the logo "funeralOne" with the tagline "Experience Success". To the right are navigation links: "Company", "Clients", "Solutions", and "Contact". The main banner has a blue background with the text "Introducing The Sympathy Store." and "Say hello to selling online. Simplified." Below this is a green button that says "CLICK HERE TO LEARN MORE!". To the left of the button are three large daisies in pink, orange, and red. A handwritten-style note says "Works with any website!" with an arrow pointing to the main text. Another handwritten-style note in a cloud shape says "Plug in The Sympathy Store, Pull in Revenues It's that simple." The bottom of the banner features a grey bar with the text "Setting the standard" and "World Class Customer Focused Solutions".



## <http://blog.funeralone.com/grow-your-business/attract-families/funeral-home-website-traffic-into-dollars/>

**After years of decreasing product sales** and an overall **decline in revenue**, eCommerce comes along, providing funeral firms the opportunity to create an **additional revenue stream** through their websites.

Many funeral firms are **earning up to 25% commission** on each sale made by selling sympathy gifts and flowers on their funeral home website.

Think about it... **your funeral home website is often the first place your families go** when a death occurs; why not provide them the opportunity to **purchase sympathy gifts and flowers directly from your website**, rather than sending them elsewhere?

With an eCommerce store, **families no longer have to leave your website to make a purchase**—your funeral home website becomes a **convenient, one-stop-shop**.



# Increase Sympathy Sales

- Improve Funeral Home Relationships
- Consumer Direct Advertising
- Evaluate Product Offerings





**FTD**

Flowers say it better. FTD says it best.™

# Improve Your Funeral Home Relationship

## Communications

- Discuss “In Lieu Of”
  - Baby steps
  - Personal “Thank You” when they do
- Ask Questions
  - Expectations
  - How can you do better
  - How can you benefit them
  - How can they benefit you



## Image/Service

- Physical image
  - Dress
  - Clean Vehicles
- Attitude
- Current selection guides
- Reliability/punctuality
- Help them “look good”





## Work Quality

- Freshness
- Mechanics/Balance
- Water
  - Baskets & sprays
  - Bottoms of vases/containers
- Styles/Trends





## Origination Fees

- Yes or No?
  - Percentage
  - Payment terms
- Employee benefits





**FTD**

Flowers say it better. FTD says it best.™

# Consumer Direct Advertising

- Low-key & Continuous
  - Mailers/Handouts/Stuffers
  - Billboards
  - Social Media
  - Work Style & Quality
  - Website



## Mailer/Handout/Stuffers

*Your kindness in sympathy will never be forgotten.*  
**KEEPSAKE GIFTS ENHANCE FLOWERS**

Besides floral designs, we offer a unique selection of beautiful **keepsake gifts**. Enhance your floral arrangements and plants or send gifts separately for display at funeral services or family home.



- Angels and Cherubs
- Display Tribute Books
- Decorative Wall & Tabletop Crosses
- Garden & Tabletop Tribute Stones
- Faux Antlers, Fish, Boots, etc.
- Woven Tribute Wall Hangings



*“McAdams was thoughtful and caring. You listened and understood, guiding us to a beautiful tribute.”*

*Flowers communicate just how much you care.*  
**OUR COMPASSIONATE TEAM WILL HELP**

Ordering sympathy tributes is simple, whether you are local or nationwide.

**We are a second generation family-owned funeral florist specialist.**

We are ready to serve you and your families!



**Order now and do not miss this opportunity** to honor your loved one's life! **Contact us now:**

- 1 Visit [McAdamsFuneralFlorist.com](http://McAdamsFuneralFlorist.com) for a wide selection of beautiful, quality tributes to express your condolences. Easily place your order online now!
- 2 Call (361) 575-2307 or (800) 877-8185. Our compassionate staff will answer your questions and help you place your order or custom order.

Obituaries, funeral service times and locations may be viewed by out-of-town family members and friends on:

**[www.McAdamsFuneralFlorist.com/Obituaries](http://www.McAdamsFuneralFlorist.com/Obituaries)**

1107 E. Red River St. Victoria, TX 77901  
**(361) 575-2307 or (800) 677-8185**



*Flowers are a beautiful way to celebrate life!*

**...YOUR FUNERAL FLORIST SPECIALIST**

**[www.McAdamsFuneralFlorist.com](http://www.McAdamsFuneralFlorist.com)**



## Billboards





## Social Media



**Radford Florist**  
August 25

A floral tribute for a wonderful man who loved to fish.

Tag Photo Add Location Edit

Like · Comment · Share · [Edit](#)

Donna Thrasher, Flowersby Lucy, Sydney Van Arsdale and 7 others like this. [Top Comments](#)

**Jenny Branscom** really neat!  
Like · Reply · August 25 at 7:03pm

**Elizabeth Victory** That is really beautiful and so creative!  
Like · Reply · August 25 at 3:28pm

Write a comment...



## Website

- Keep modern
- Informational pages for each locality
- Sympathy websites
  - Include trivia, history, pictures
    - Sympathy & death need not be morbid



# Website – Landing Pages

## Barefield Funeral Home, Victoria, Texas



Image/Address provided by Google

**1505 S. Laurent St.  
Victoria, Texas 77901  
Main: (361) 575-6180  
Flowers: (361) 575-2307**

[Order Funeral Flowers](#)

**To order flowers & plants, call (361) 575-2307**

### Barefield Funeral Home, Victoria, Texas

At Barefield Funeral Home in Victoria, Texas, personal service, attention to detail and professionalism are the hallmarks of their business. Their caring staff members are always ready to assist you and your family.

BarefieldFuneral Home offers a complete range of services to Victoria, TX, from full funeral services to cremations and memorial services, and they are experienced in honoring many faiths and customs. They invite you to contact them with your questions or schedule a visit at any time.

It is the goal of Barefield Funeral Home to support you through every step of your arrangements and to pay tribute to the special memory of your loved one.

### Barefield Funeral Home Obituaries

[Order Funeral Flowers Now](#)







Chandlers Funeral Home  
1425 Doctor Martin Luther King Way  
Sarasota, FL 34234  
941-355-3125

Gerdron Funeral Home & Crmtry  
135 N Lime Ave  
Sarasota, FL 34237  
941-365-1767

Jones Funeral Home  
4005 N Tamiami Trl  
Sarasota, FL 34234  
941-355-2535

Packer Funeral Home  
4020 Beneva Rd  
Sarasota, FL 34233  
941-926-3922

Palms-Robarts Funeral Home & Cremation  
170 Honore Ave  
Sarasota, FL 34232  
941-748-1011

Jennings Funeral Home  
5750 Swift Rd  
Sarasota, FL 34231  
941-926-2223

Toale Brothers Funeral Home  
40 North Orange Avenue  
Sarasota, FL 34236  
941-955-4171

Toale Brothers Funeral Homes  
6903 S Tamiami Trl  
Sarasota, FL 34231  
941-955-4171

Wiegand Bro Funeral Home  
7454 S Tamiami Trl  
Sarasota, FL 34231  
941-921-5755





**FTD**

Flowers say it better. FTD says it best.™

# Evaluate Product Offerings

# Evaluate Product Offerings

- Flowers
  - Unique tributes



# Evaluate Product Offerings

- Plants
  - Trees/Perennials





# Evaluate Product Offerings

- Memory Gifts
  - Garden Plaques
  - Memory Blankets/Throws



# Evaluate Product Offerings

- Food/Comfort Baskets



FTD Confidential/Proprietary documents and should not be copied or redistributed.





## Special Thanks to:



# SAF

SOCIETY of AMERICAN FLORISTS

*Your Growth is Our Business*





**FTD**

Flowers say it better. FTD says it best.™

# Questions???

**Email: Jeff@JeffCorbin.com**

**Handouts are available at:**

**[FTDi.com/FTDUniversity/webinarmaterials.htm](http://FTDi.com/FTDUniversity/webinarmaterials.htm)**

**Webinar will be available to view at:**

**[FTDUniversity.com](http://FTDUniversity.com)**