



adapt

The powerful difference
between coping and winning.



Where Are We



Columbia, Tennessee, USA



Who Are We

Williams Funeral Home & Crematory

Williams Funeral Home Inc

Cremation Society of Tennessee

Polk Memorial Gardens

Pinecrest Memorials Gardens

Giles Memory Gardens

Family P.A.L.S.

Cemetery Memorials

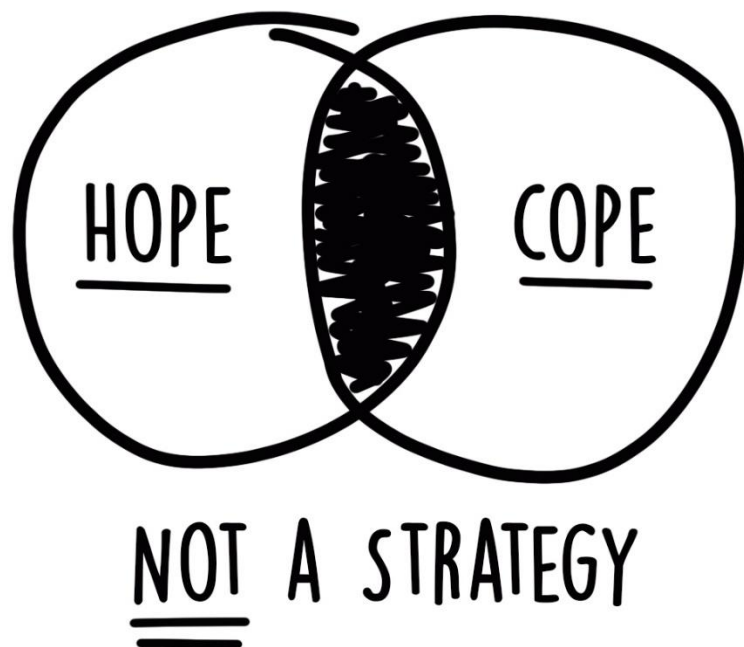


Our Story



April 17, 2012



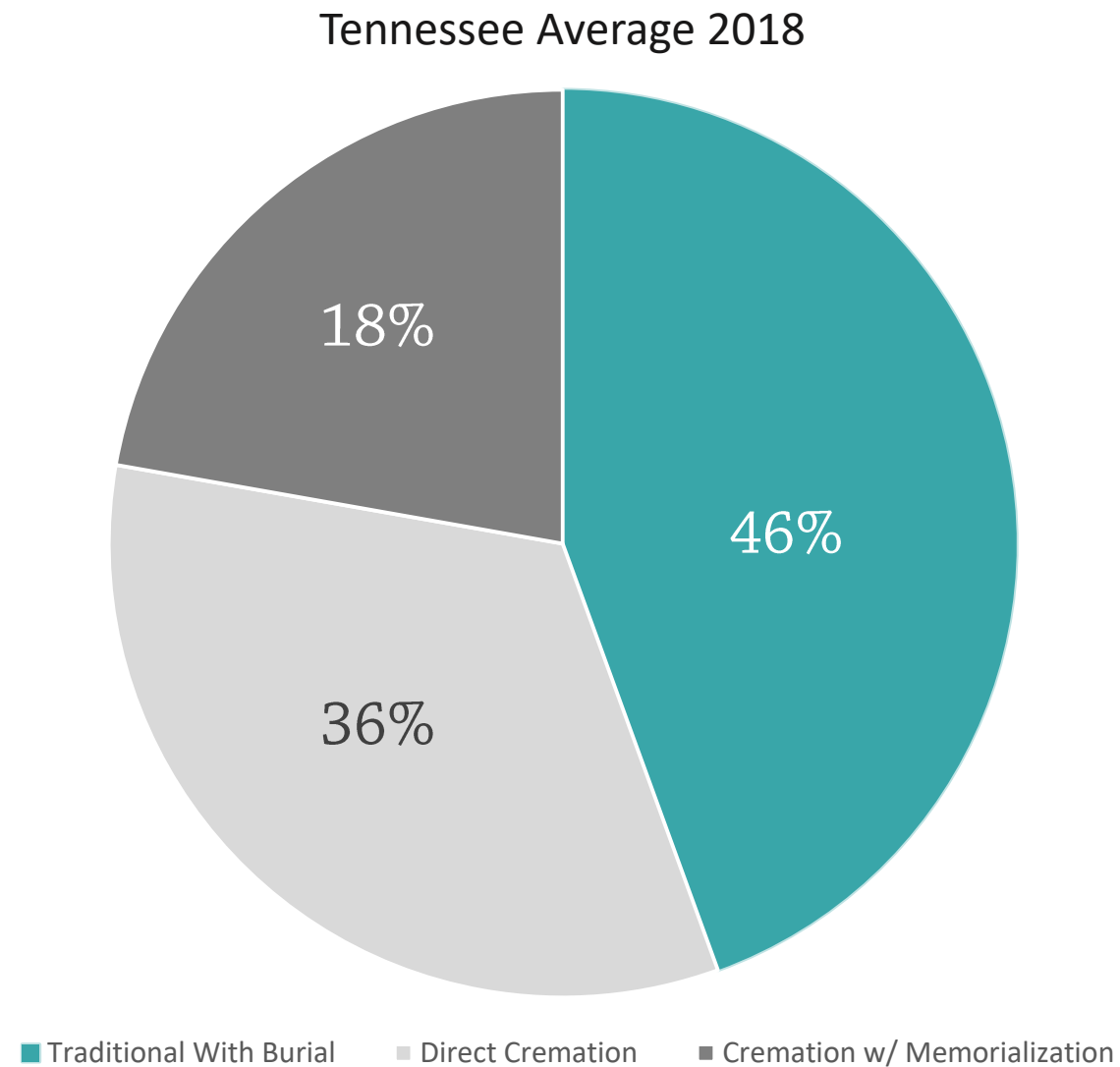
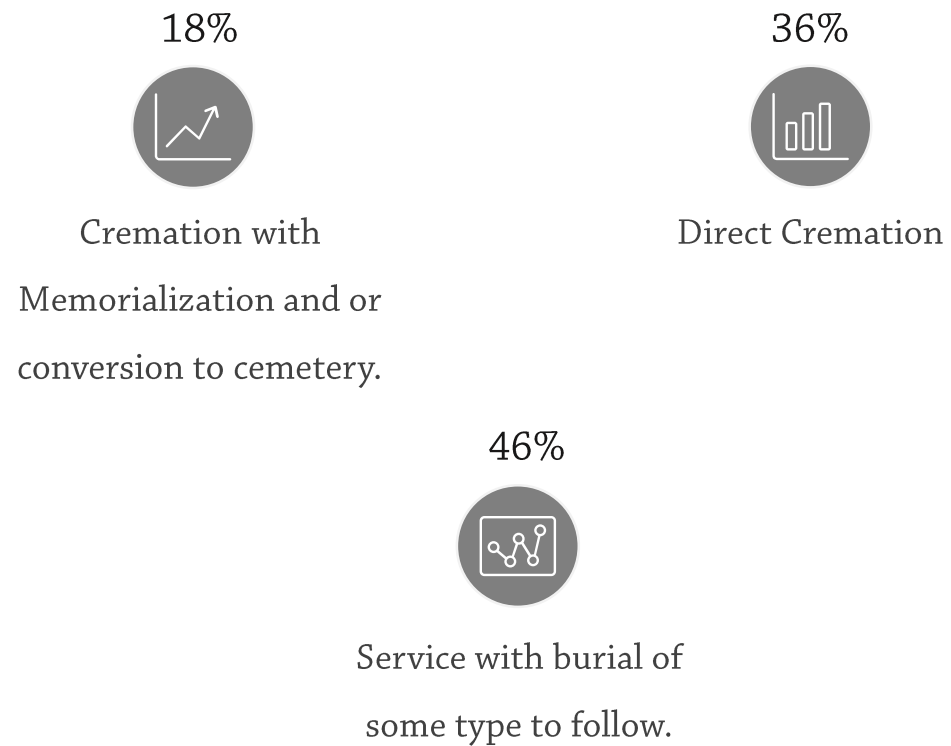


Coping

Coping = Hoping

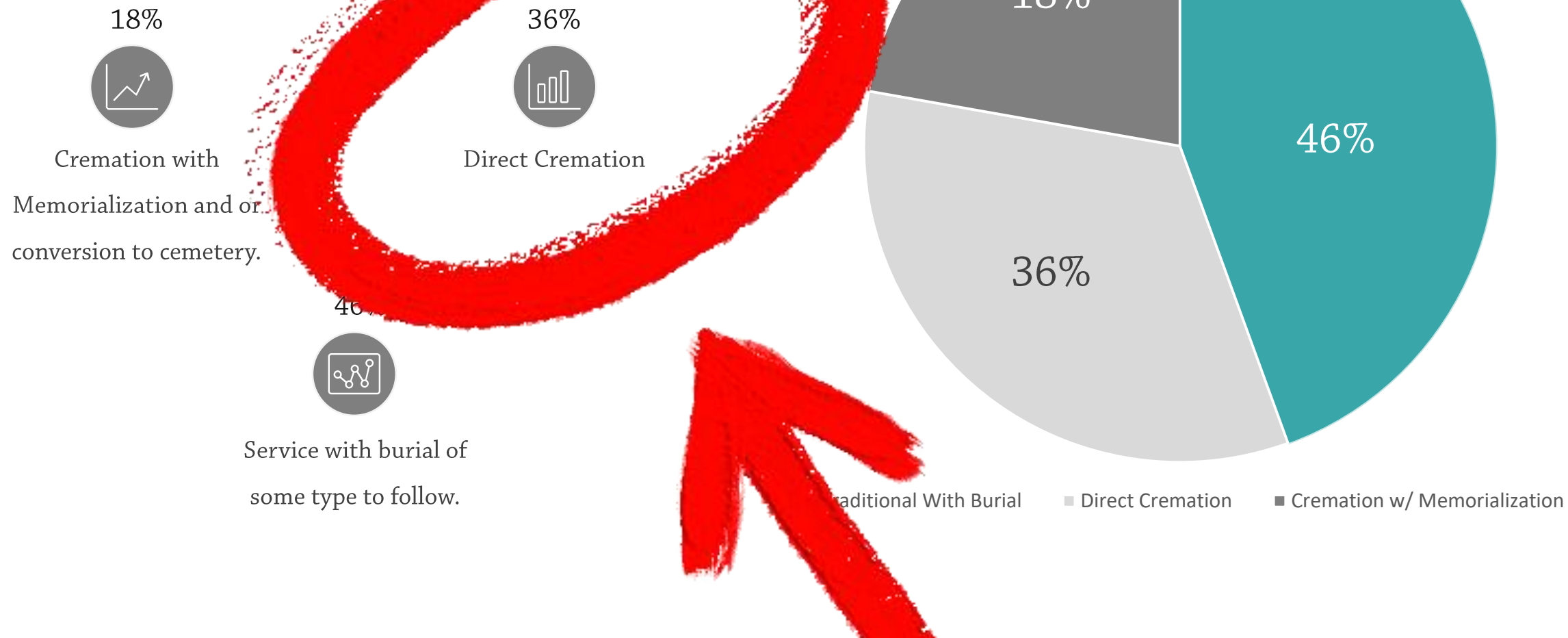
Hoping is not a plan.

The Shift



The Shift

Tennessee Average 2018

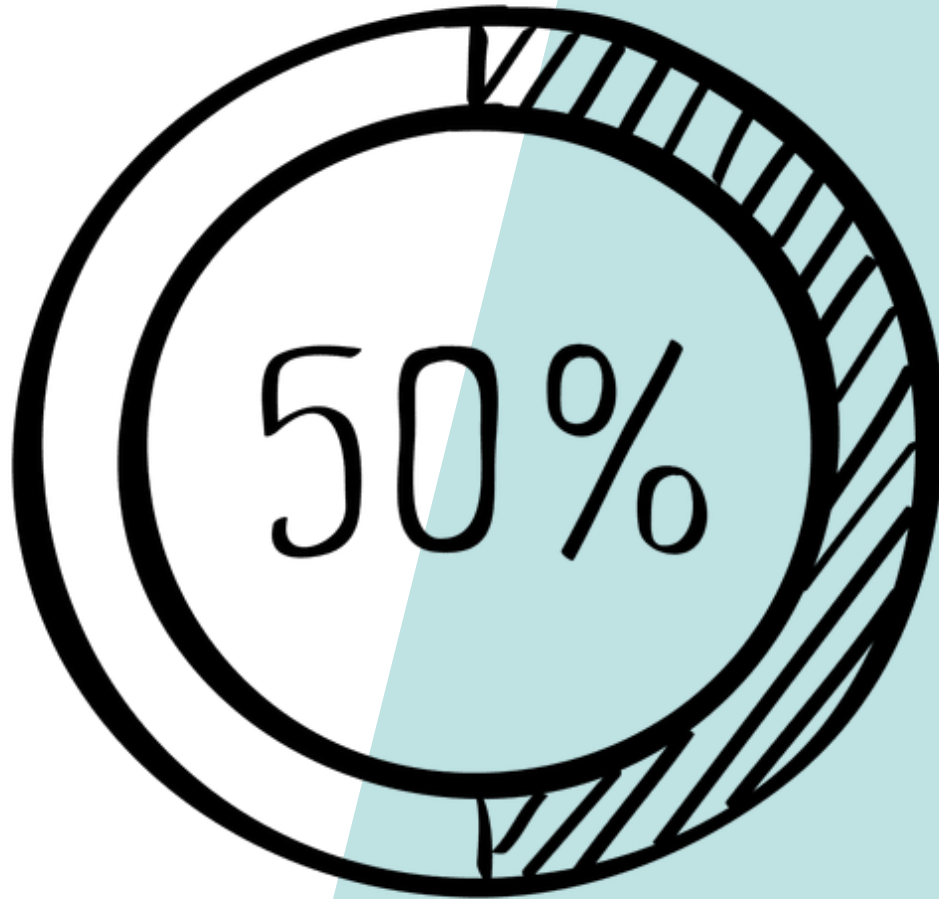


Adaptation

How to drive families to our cemetery.

How we moved from just coping.





Active Pre-Need Program

Our plan is to have a 50% replacement ratio of at-need to pre-need business at the cemetery.

1:2 Replacement



- 200 at-need families
- Pre-need 100 spaces or 100 PSF OR OC

- 250 Dollars toward placement.
- Let the funeral homes issue them.
- Expiration dates.

Polk Memorial Gardens
Certificate for Burial in the Ossuary

*This certificate is valid for use at Polk Memorial Gardens
It is only valid for placing cremated remains in the ossuary in the Arbors.
If you would like to place the cremated remains of your loved one in our cemetery, There is no cost
to place cremains in the ossuary, for our Williams Funeral Home Families. Memorialization
is not included.*

Date Inurned

Presenter of Certificate

Polk Personnel Accepting Certificate

Certificate for Placement In The Ossuary

Ossuary Placement for Free

- Co-mingled remains
- Free placement
- Memorialization pitch
- Legacy Burials
- Inexpensive





Polk Memorial Gardens



2-year inurnment full refund agreement

This certificate is valid for use at Polk Memorial Gardens

All initial expenses must be paid upfront.

However, if you would like to place the cremated remains of your loved one in our cemetery, You may have a full refund within two years, on the opening and closing cost, as well as the cost of the space itself. The only items not refundable are any personalized items such as a bronze memorial or nameplate.

Date Inurned

Presenter of Certificate

Polk Personnel Accepting Certificate

Full Refund (2- Years)

- Full refund for any entombment, interment of cremated remains within two years of removal
- Not valid on any personalized items



— adapt

Winning

Beyond adaptation.



Stand Out



Give them a reason to come to you.

Build Relationships



Use the Scatter Day to meet and build relationships.

Follow Up



Sell in advance.

Scatter Day

[Albuquerque, New Mexico](#)

It's time Great Aunt
Maude moved out.



Celebrants in Cemeteries

- Change the way we view the Cemetery.
- Value Added service options



Create Fans of Your Brand

WOW FACTORS = SMALL THOUGHTFUL ACTS OF KINDNESS



Step One

Commit to a wow factor budget

Step Two

Define what the wow factor is

Step Three

Create a fan of your brand

Progress Over Movement

Keep your focus....always with your head in the game





Keep In Touch



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