

FloristWare



PROFIT FROM FUNERAL INDUSTRY TRENDS

Kathy Dudley AIFSE

KATHY DUDLEY AIFSE

Kathy Dudley has an MBA from the Manderson Graduate School of Business (The University of Alabama) and extensive industry experience as a retail flower shop owner.

She is also an active member of SAF:

- Chairman of the Floral Management Magazine Committee
- Member of the Retail Council
- SAF Convention Presenter.

Kathy is currently Business Manager of Floral Strategies.



Increased Personalization

- As unique as the person who died. Examples include theme caskets, services on a golf course, etc.

Stock up on personalized items such as golf tees and old clubs, fishing lures and poles, garden gloves and watering cans, packs of cards, poker chips, etc.

Advance Funeral Planning

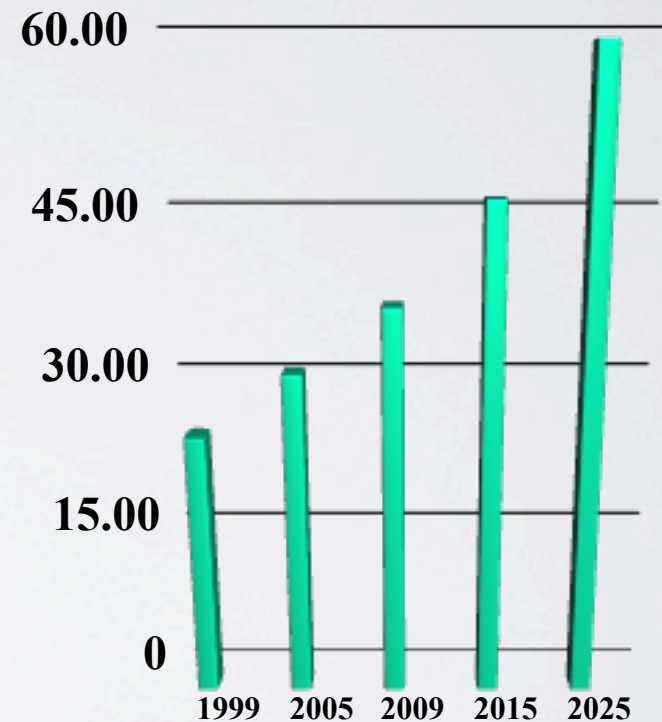
- Pre-plan and/or pre-pay. Allows for choice of music, readings, setting, time of day, incorporate hobbies, etc... plus - alleviates stress on loved ones.

Talk to your funeral director. Are they talking about flowers when they pre-plan? How can you assist them in this?

Cremations on the Rise

- Partially economically driven. Prices as low as 1/5th the cost of traditional funeral.

Make a Cremation Portfolio



Technology Playing Larger Role

- Websites, online obituaries and guestbooks, even online memorial broadcasts.

Distance often means less flowers. Offer alternatives to fresh flowers, more keepsakes. Get involved with listings and ads/sponsorships on FH websites.

Green Funerals

- Sometimes lower cost but not always.
- Often goes hand in hand with Cremation, no embalming, biodegradable caskets for burials, small gatherings in natural setting.

Use Organic materials, containers. Natural style arrangements, offer alternatives such as trees, perennials, garden stones.

New Face of the Profession

- Fewer family run Funeral Homes.
- The top 4 publicly-traded funeral home operators in the U.S. accounted for approximately 10% of market share in 2009.
- More women entering this field.

Expect more professionally run funeral homes with a sharper eye on profit. The network will be continually changing.

What Do Funeral Directors Want to See?

- Deliver on Time
- Be Courteous
- Make Sure Flowers Are Secure
- Watch Your Sizing

What Do Funeral Directors Want to See?

- Watch Your Weight
- Make Flowers Like the Picture
- Put A Good Description on Back of Card
- Include Senders Name and Address

What Do Funeral Directors Want to See?

- Use Typed Cards, in a Clear Font, able to be read 3 feet away. Times New Roman or Arial are great fonts, size 12 to 14 is ideal.
- Offer to Help Deliver to Cemetery or Home
- Don't Use Old Flowers

SUMMARY

- Communication with your Funeral Directors is paramount to future success.
- Offer alternatives to meet the changing demands and desires of today's funeral customer.

THANK YOU FOR PARTICIPATING

For more information about Kathy Dudley and Floral Strategies please visit www.floralstrategies.com or call 800.983.6184

For related materials and information on future webinars please visit www.floristware.com/classroom

Also - please stay in touch by “Liking” FloristWare on Facebook and following FloristWare on Twitter