

Innovators Turn Out for the Preneed Summit Sponsored by Homesteaders

Scores of preneed innovators from throughout the country headed to Atlanta Nov. 2 for the first Preneed Summit sponsored by Homesteaders Life Co. and held in conjunction with Kates-Boylston Publications.

“The first-ever Preneed Summit was a great collaboration with Kates-Boylston, who was open to our suggestion of a new kind of meeting format in which the attendees largely dictated the content,” says Dean Lambert, senior vice president of marketing and communications at Homesteaders. “Our facilitators did an excellent job of surfacing the tough challenges that face preneed sellers and managers, from new ways to generate leads and working efficiently to finding and keeping great producers on your team. The facilitated format resulted in people learning – and creating – new approaches to preneed marketing and sales, which is exactly what we hoped would happen.”

At top right, Jason Troyer, Ph.D., spoke about a burnout prevention program, “Finding Resilience,” and how it applies to preneed. Bottom right: David Lee Hernandez Jr., founder of Jersey Memorial Group, was one of the many attendees. Bottom left: Dan Isard, founder of The Foresight Companies, teamed up with his director of marketing, Jeff Harbeson (also known as “The Funeral Commander”), to share why preneed is important for the future. (Kates-Boylston staff photos)



At right, Dan Allison, founder of Feedback Marketing Group, shared insights on how funeral homes can win more referrals from families that have preplanned and why its so important to solicit meaningful feedback from clients – and how to do it.

Bottom from left to right: Benji Cumbie, national sales director of The Kilpatrick Group with Dean Lambert and West Foulger, chief operating officer and president of business development at Envision Strategic Partners. Cumbie and Foulger each led separate breakout sessions at the summit – one for managers and one for producers.

Allison Sullivan, publisher of Kates-Boylston, said of the summit, “We were pleased to have such a great turnout at our first Preneed Summit with Homesteaders – and we received particularly great feedback on the separate breakout sessions for managers and producers, which tailored learning to a person’s individual needs. Preneed is such an important part of funeral service, and events like this are extremely important.”
(Kates-Boylston staff photos)



Sincerely,

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