

EXCLUSIVE OFFER for ICCFA 2012 Attendees

Save up
to \$1,297

* Discount Deadline: Monday, March 26 at midnight *



Price Shopper Secrets 2.0

Regular price is ~~\$1,997~~ - **ICCFA attendees SAVE \$400** – Your price is \$1,597
GET FULL ACCESS BY TOMORROW & START WINNING MORE SHOPPERS!



The Funeral Profession's **Most Comprehensive Price Shopper Program** showing **YOU** and **YOUR STAFF** how to **Win More** Phone and Online **Shoppers**. This program is lead by two funeral directors – **Mike Kubasak & Robin Heppell** - with decades of experience winning price shoppers in highly competitive markets!

The Price Shopper Secrets 2.0 program will teach you how to become more confident and effective on the phone and online, share secrets proven to turn shoppers into client families, rid yourself and your staff of being order takers, show you how to be memorable in creating an image that distinguishes you and your firm, identify price shopper strategies and tactics as they apply to FUNERAL SERVICE, show you how to construct powerful questions and statements, help you describe what your firm does in terms of benefits to the caller, create processes to handle price shoppers with confidence, and ultimately **win more price shopper calls** – without price matching - so you **increase** both your **market share** and your **net profit!**

This program is delivered through a private membership website and will consist of **Online video** (PowerPoint with narration), Live & Recorded **Audio**, downloadable **Handouts & Worksheets** in either PDF, DOC or PPT formats. You can watch or listen via the Internet on your computer, iPad, or mobile phone plus you can download these files permanently to your computer so that you have a permanent resource you can repeatedly review and train your current and future staff.

Email Secret Shopper Market Analysis Program

Regular price is ~~\$1,597~~ - **ICCFA attendees SAVE \$300** – Your price is \$1,297

Complete Analysis of Your Firm's & Your Competitors' Email Responses to Email Pricing Inquiries + Customized Strategy to Win More Email Shoppers with Scripts, Templates & Downloads

This Email Secret Shopper Market Analysis Program gives you a complete report on how your firm and your competitors respond to price shoppers who make pricing inquiries through website contact forms or email. This report will look at 4 separate inquiries that address cremation and funeral costs in both pre-need & at-need scenarios.

Your Report will include score cards with response times, complete analysis of each funeral home reply, identify competitors' weaknesses (and how to exploit them). Plus you get 2 scheduled conference / training calls: 1 private with management and 1 training call with all staff (includes recording for future training).

Flip to page 2 for more →

GUARANTEE: All Products & Services in this ICCFA 2012 Offer come with the Funeral Futurist 30 Day, 100% Money Back Guarantee.

Email Secret Shopper
Market Analysis Report



Inside:
• Email Response Report Cards
• Competitive Analysis
• Email Response Strategy
• Email Templates & Scripts

Created for: Your Funeral Home
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FREE Funeral Market Domination Analysis

VALUE: \$297 Free if you order 1 or more of the program and submit your Order Form Today: March 22, 2012!



If you're **serious** about increasing your market share, you will want to take advantage of my **Funeral Market Domination Analysis**. It is a 90 minute strategy session where you will discover how much Gross Revenue and more importantly how much **Net Profit** you can put **into your pocket** by the end of the year by identifying and focusing on the "Up For Grabs" calls and how to win them!

Funeral Cost Calculator

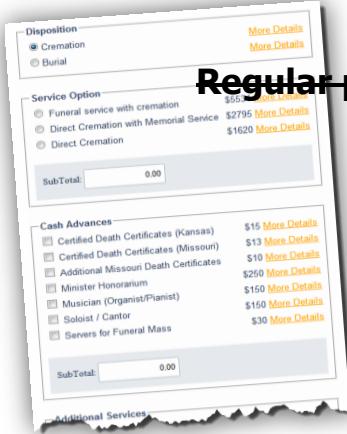
Regular price is \$997 - ICCFA attendees SAVE \$200 – Your price is \$797
Monthly Hosting & Support Fee: \$37 (1st month free)**

Give Price Shoppers what they want while making sure YOU don't leave any money on the table... This is the most "User-Friendly" way to display your prices online!

Your Funeral and Cremation calculator is custom built with your prices and in the order that you want them to be displayed.

The Calculator can be embedded in almost all websites with iframe code (if you can embed a YouTube video), plus your calculator gets listed under your city on both our directory sites FuneralCostCalculator.com & CremationCostCalculator.com with an optional online stats form.

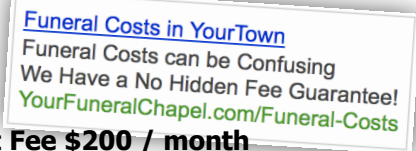
Even if you are NOT the lowest priced provider in your area, the Funeral Cost Calculator will educate the user why your services provide **more value than your competitors**.



Funeral Home Google AdWords Program

Regular price is \$597 - ICCFA attendees SAVE \$100 – Your price is \$497
Monthly AdWords Management & Ad Licensing Fee: \$200**

This MARKET EXCLUSIVE program gives you 6 specifically written, Google AdWords Campaigns to get into the consumer's mind, getting them to click your ad that gives them information to educate them to choose your funeral home and not your competitors.



\$597 \$497 Start Up Fee Includes:

- One-on-one initial consultation (via conference call)
- Advanced keyword research
- Competitor analysis
- Account setup with Google
- Strategic setup of campaigns, ad groups, ads and keywords
- Researching negative keywords to reduce unwanted clicks
- Landing page selections / recommendations / creation
- Installation of Google Analytics and/or conversion tracking scripts

Monthly Management Fee \$200 / month

- Strategic bid management
- Monitoring & tweaking your campaigns to continually improve performance
- Monitoring clicks, conversions and click fraud activity
- Refining and testing creative ads
- Personal consultations - 1 hour / month
- Monthly performance reporting & strategy planning
- Note: If monthly ad spend exceeds \$1,000, 10% additional management fee applies.

NOTE: Ad creative is licensed to client during engagement of services and is the copyright of Heppell Media Corp. Ads cannot be used if the agreement is terminated.

Submit to Robin Heppell immediately after presentation or visit FuneralFuturist.com/go/ICCFA

Name: _____	Price Shoppers Secrets Reg: \$1,997 Save \$400 \$1,597 <input type="checkbox"/>
Firm: _____	Email Secret Shopper Reg: \$1,497 Save \$300 \$1,197 <input type="checkbox"/>
Billing Address: _____	Funeral Cost Calculator Reg: \$997 Save \$200 \$797 <input type="checkbox"/>
City: _____ State / Prov: _____ Postal: _____	Google AdWords Program Reg: \$597 Save \$100 \$497 <input type="checkbox"/>
Method of Payment: <input type="checkbox"/> Mastercard <input type="checkbox"/> Visa <input type="checkbox"/> Check (payable to "Funeral Futurist")	
Card #: _____ Exp Date: ____ / ____ Security Code: _____	
I hereby authorize FuneralFuturist.com to charge my card for the program(s) selected to the right.	
Signature: _____ Today's Date: ____ / ____ / _____	

Order by FAX by completing the form above and fax to: 250-483-5455 | ** Denotes Recurring Fee: Recurring fee will be charged every 30 days.

GUARANTEE: All Products & Services in this ICCFA 2012 Offer come with the Funeral Futurist 30 Day, 100% Money Back Guarantee.

NOTE: Fees will be charged in either US or CDN funds based on country of origin. Canadian firms are subject to sales tax if applicable.