# **­**

# **Share Your Story**

We know there are many elements involved in your business and your service to funeral professionals. You have likely developed best practices from fabrication through graveside setup. You may have seen the tremendous impact that personalization has on families and the resulting goodwill that your customers gain. Perhaps you’ve creatively upgraded selection rooms or helped customers improve presentation processes and have seen a positive impact on the sales mix. Maybe you’ve worked with customers to better present cremation options and have seen good results. Have your CSRs or administrative personnel cemented customer relationships and gone out of their way to serve them? Was there a particular service or use of a Wilbert product that really stands out in your mind? We want to hear your stories.

We are collecting and sharing stories in an effort to elevate awareness of what can be done and how it impacts the funeral professionals you serve and ultimately, the families. We may use these in written format, incorporate them into videos, include them in articles to industry publications, or post them on our website. The main thing is, a good story should be shared. And be assured that we would, in turn, share the stories with you that we gather from others.

So please share your story. We’ll work with you to make it easy. If you are comfortable writing, feel free to write your story below. Or you can simply jot down the main ideas and we’ll take it from there. Perhaps you’d just like to talk with us. Whichever you prefer, we’d be honored to work with you to bring ideas to others and enrich the profession.

*(Please note that we do ask that you sign and date the Release/Approval to Use Story.)*

Below is a brief guideline to help you in relating your story.

THANK YOU!

**Contact:**Wayne Stellmach
wstellmach@wilbert.com
708-681-7616

***Things to think about in telling your story***

* ***Who –*** Who is this story about? (You don’t have to use names, but a general description about the person(s) involved.)
* ***What –*** What is the story about? (a certain use or customization of a product, unique personalization, something that you routinely do when doing setups, a committal or memorial service that stands out, a First Responder service, a best practice, special programs that you run for customers, something you learned in a training program, etc.)
* ***When –*** When did this take place? Is it something you always do (best practices) or was it a unique circumstance? Was it when you were meeting with a customer or when a CSR interacted with a family at a graveside service? A routine follow-up with your customers? A special time of the year?
* ***Where –*** Where did this take place? In your facility? At a funeral home? At a cemetery? Somewhere else?
* ***Why –*** Why is this story important? Why was this particularly impactful? Why is this effective? Why have you made this part of your practices and why would others benefit from doing something similar?
* ***How –*** How did everything come together to make this happen? Who did you have to work with on this? Was there something unique that had to happen in order for this to occur? What products/services were involved? Did a Wilbert product or program specifically contribute to this incident and if so, how?

***Interesting or Helpful Elements***

* Quotes from people involved and/or impacted – customers, staff, families, suppliers, your own thoughts
* Photos or other graphics – products, setups, facilities, grounds, you, staff, etc. *Note: we would not use photos of families and other attendees at services unless taken from a distance and from behind, such as at a graveside service and even then we would consult with you as to appropriateness and whether we need to request permission from anyone.*

**Please use the following template to write your story. Simply click on the grey parentheses [ ] and type the requested information.**

## YOUR INFORMATION

**Today’s date**: ­Click here to enter a date.

**Name**: [Your name]

**Company Name**: [Your company name]

**Address**: [Your address]

**Email**: [Your email address]

**Phone:** [Your phone number]

## YOUR STORY

[Click here to write your story introduction. What/who is your story about?]

[Click here to write the details of your story. What made this special, unique, personal? What did you or your staff do to make this happen? Who else played a role in this experience? How did it help your customer? What impact did it have on the family? Do you have specific comments from anyone that you can share?]

[Click here to write your story conclusion. What are the key takeaways from this story or best practice? Why do you think others should consider doing this? Is there “food for thought” that you want to be sure to communicate?]

**Release/Approval to Use Story**

*I, \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ give the approval to Wilbert Funeral Services, Inc. to use this story and any images for purposes of education and sharing with others. I acknowledge that Wilbert Funeral Services, Inc. (WFSI) retains exclusive rights to this article and accompanying photos or videos, which will allow WFSI to edit, publish, distribute and use as it deems appropriate in whole or in part in any medium.*

*Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*

*Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*