



Call Etiquette for the Death Care Profession with Nicole Wiedeman

## Session Highlights

WilbertEDU kicked off 2022 with a real bang! Nicole Wiedeman from Dead Ringers presented an exciting session on the importance of good telephone etiquette for death care professionals. Sometimes serious, sometimes extremely humorous, Nicole played a wide variety of good (and not-so-good) examples of real-life phone calls to funeral homes and cemeteries.

Is poor phone etiquette killing your business? How are you and your staff presenting themselves?

What makes a great call?

- A greeting and a closing
- Always use your name and repeat the name of the person calling
- Ask open-ended questions
- Express empathy
- State the deliverables you are promising and when your customer can expect them

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