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**DOOR KNOCKING DIALOGUE**

**(SMILE!)**

Hi! My name is , and we are in the neighborhood today doing some simple market research. We are trying to determine the percentage of families that have their funeral arrangements taken care of in advance.

1. You don’t own a funeral plan, do you?
2. Do you consider yourself a permanent resident in this area? In \_\_\_\_\_\_\_\_\_\_\_ County?

***(This is the experience question, the-change-the-subject… the get-to-know-you… the conversation question).***

1. Lastly, and most difficult to answer, when a death occurs, do you know where your family will turn for funeral and/ or cemetery needs? What local facility will you use?

Counselor: What we’ve done for families like you in our community is put together a free booklet called “The Memorial Planning Guide” which is designed to cover 95% of all the things that must be done before death occurs. The booklet covers such information as vital statistics. ***By the way*** how old of a man is your husband?

Family: 54.

Counselor: 54? Well, Mrs. Roberts, the reason why I ask the question about your husband’s age is because people 40 and above have either discussed the subject or made arrangements for a loved one. Is that true in your family?

(Wait for response.)

The booklet also covers such information as social security benefits, and what remains in effect for the surviving spouse and children. By the way, how many children do you have?

Family: I have 3 children.

Counselor: You have three children? The reason why we ask that question, Mrs. Roberts, is because 67% of the time, **when** death occurs, **the final** arrangements are made by the **surviving spouse** and/or your **children**. Mrs. Roberts, we do believe that every child should inherit something from their parents But not the responsibility, of laying them to rest. Does that make sense?

Family: Yes, it does. I don’t want it to fall on my children.

Counselor: The booklet also covers veteran benefits. Mrs. Roberts have either you or your husband ever served our country in the military?

Family: Yes, my husband has.

Counselor: What branch of service did he serve in?

Family: He was in the Army.

Counselor: The Army? Mrs. Roberts, there has been a lot of confusion and changes with what benefits the U.S. Government provides for our veterans. The booklet also explains what you would be entitled to. Are you aware of those benefits?

Family: No, I’m not.

Counselor: The booklet would also explain what you would be receiving from the U.S. Government. By the way Mrs. Roberts, the booklet also has information on wills. Have you and Mr. Roberts ever sat down and discussed making out a will?

Family: Yes, we have.

Counselor: Have you actually made out your will?

Family: No we haven’t. We’ve just discussed it.

Counselor: Mrs. Roberts, are you aware that 2 out of every 3 Americans die without a will.

Family: No, I wasn’t

Counselor: I will provide information on how to obtain a will or living trust. Does that make sense?

Family: Yes, it does.

Mrs. Roberts, based on all the information we’ve discussed, what is your attitude toward receiving free information and the memorial record book?

Family: I’m open to it.

Counselor: Mrs. Roberts, we have two ways that we can present this information. I can present it in the comfort of your home or in my office. Is morning or afternoon better for you and your husband?

Family: Morning.

Counselor: I have available Monday at 11:30 or Wednesday at 11:30. What would be best for you and Mr. Roberts?

Family: Wednesday at 11:30.

Would you prefer to come to our office or would you like me to come to your home?

Family: We would like to come down to your office.

(Give directions to office.

Counselor: Mrs. Roberts, let me make sure that I have all the information. What did you hear me communicate that we would like to do for your family?

Family: I heard you say that you would give me information on veteran benefits, and you’re going to give me a free booklet.

Counselor: Good Mrs. Roberts. You shared with me that your husband is 54, he served in the Army, that you have 3 children and that you discussed making out a will but have not made one. You are open to receiving information on Wednesday, at 11:30. Is that correct?

Family: Yes, it is.

Counselor: My name is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. My number is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In the event that something comes up, would you please give me the courtesy of a call. Thank you so much for your time and I look forward to seeing you and Mr. Roberts at 11:30 on Wednesday.