



# **Group Of Legal Specialties**

*Proudly Assisting Families in Need*



# The Sequence

1. When the death call comes in, get as much information as possible (name of the deceased, location of the accident and what happened, etc.)
2. Contact the GLS rep with the information as soon as possible.
3. GLS will do the research and call the funeral home back on the viability of the case prior to the family coming in for the arrangement conference.
4. Set the stage with the family using the language examples included in this brochure.
5. Once the family asks “who?”, refer to the GLS rep and contact the rep during the arrangement conference.
6. Once we get the go ahead from the family and the paperwork is signed, we will coordinate getting the monies to the funeral home for the funeral expenses.
7. The GLS rep will keep the funeral home up to date on the progress of the case.

*Our specialists are here to help you and the families you serve with expert assistance at a time when it is needed most. A family's loss is never easy, let GLS help them begin the process of moving forward.*





### Example: GLS Introduction Language

Mr. Funeral Director, we don't have much money and need to look at cremation or some type of service that we can afford.

"I understand Mr. and Mrs. Jones. Again, I am truly sorry for your loss. It is tragic what happened and I feel really badly for you and your family. I know you have many emotions running through your mind right now. We want to provide you a service that works best for you, but it is very important that you have someone acting on your behalf that is making sure that witness stories aren't changing and that evidence is not disappearing. There are people out there that will make sure your interests are protected and will even help with funeral expenses as well as other expenses."

Mr. Funeral Director, who would that be?

"It is a group that helps families all over the country and they can be a big help to you. So, why don't we select the type of service that you really want and we will get them on the phone in just a bit."

### Example: GLS Introduction Language

Mr. Funeral Director, this casket is very beautiful and John is sure deserving of it but I just don't think it is something that we can afford.

"I understand Mrs. Smith. Again, I want you to know that I am truly sorry for your loss. It is tragic what happened and I feel really badly for you and your family. I know you have many emotions running through your mind right now. We want to provide you a service that works best for you and your family, but it is also very important that you have someone acting on your behalf that is making sure that witness stories aren't changing and that evidence is not disappearing. There are people out there that will make sure your interests are protected and will even help with the funeral expenses as well as other expenses. This might be a way for you to get the service that you really want."

Mr. Funeral Director, who would that be?

"It is a group that helps families all over the country and they can be a big help to you. So, why don't we select the type of service that you really want and we will get them on the phone in just a bit."



### Example: GLS Introduction Language

"Mr. and Mrs. Johnson, the total charges for this service come to \$11,568.20 and that includes all of the services and items that we just summarized."

Well, Mr. Funeral Director that is more than we expected. Is there some way to bring the charges down a bit.

"Mr. and Mrs. Johnson, we can look at another casket but before we do that, let me tell you about another option that could be of help to you. It is tragic what happened and I feel really badly for you and your family. I know you have many emotions running through your mind right now, but it is very important that you have someone acting on your behalf that is making sure that witness stories aren't changing and that evidence is not disappearing. There are people out there that will make sure your interests are protected and will even help with the funeral expenses as well as other expenses."

Mr. Funeral Director, who would that be?

"It is a group that helps families all over the country. Why don't we get them on the phone right now and you can talk to them and see what help they might be able to provide you?"

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## Summarizing At-Need Contract Charges

**Funeral Director:** "Now Sir, I am going to review the charges for the services that have been selected. Please feel free to stop me at any time for any questions that you might have (turn at-need contract around to face the family). The professional charges for our staff are \$4,950. The charge for embalming the body is \$800." ----*Continue summarizing each charge with the family through reviewing the total cost of all goods and services----*

**Funeral Director:** "Mr. Jones, I know this expense is totally unexpected and again, what has happened to your son is truly tragic and my heart goes out to you and your family. We do know of some folks that work with families and funeral homes all over the country in dealing with tragic situations just like yours, and they help the family with these expenses (wait for a response)."

**Mr. Jones:** What do you mean?

**Funeral Director:** "Well Sir, in accidents such as your son's, they will help pay the funeral expenses and even in certain circumstances pay for the entire funeral expense. If you would like, we can get them on the phone and let them explain it to you."

**Mr. Jones:** Ok, I would like to hear more about what they do.



## **At Need Price Shopping**

### **Suggested Phone Language**

**Caller:** Would you tell me what the cost of your cremation services are?

**Funeral Home:** "Ma'am, there are several options that you have with cremations and what will influence the price is the type of service that you choose. Our beginning cremation service is \$1,695 and they go up from there. Again, it really depends on the personalization you and the family desires.

Ma'am, to ensure that I have a better understanding and can make sure I don't miss any of the services we offer that would be beneficial to you and the family, may I ask you a couple of questions?"

**Caller:** Sure, that would be fine.

**Funeral Home:** "Is this a service that is needed soon?"

**Caller:** Yes, my husband passed away yesterday afternoon.

**Funeral Home:** "Ma'am, I am so sorry to hear. Had he been ill or was it something sudden?"

**Caller:** He was in a car wreck.

**Funeral Home:** "Oh ma'am, I am so very, very sorry. I know this is really difficult for you but we would have several service options available to you and your family. Ma'am, we also have some folks that quite possibly would help you with the expense associated with the service. With their help, it might allow you to get the service that you really want.

Now Ma'am, what would be a good time for you to come in?"