

? AVOID the "CRINGE"

1

CREATE LOGICAL FLOW

Avoid disorienting your families by **GUIDING** their casket selection, not selling to them.



2

VARIETY IS KEY

Showing the same casket in different colors doesn't create variety, it creates a **monotonous feeling**.



Showing a **meaningful variety** guides families toward better choices in an **intentional and balanced** manner.



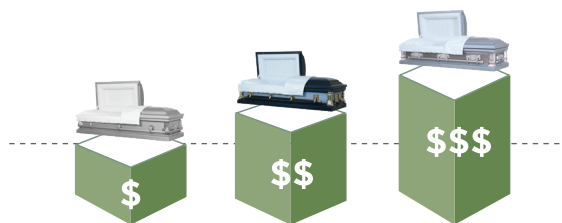
3

PRICING DOESN'T HAVE TO BE SCARY

Sticking to a rigid price markups can scare families away.



Create progression in pricing that feels like a **manageable upgrade**.



4

SEPARATION CREATES PERCEIVED PRICE GAPS

Organizing your lineup by "woods" versus "metals" is an **old habit** that needs to be retired.



Presenting caskets by price and not material makes your presentation more **visually interesting**.

