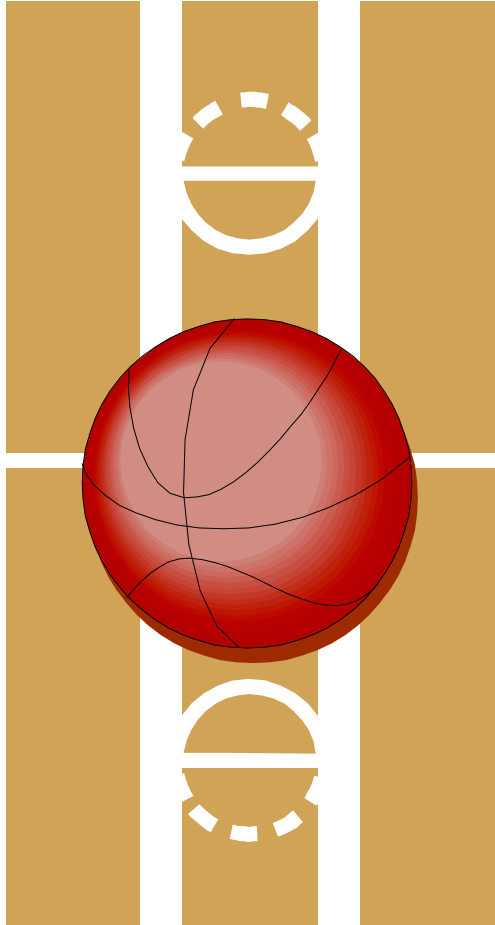


2011 Sales School



Cemetery Association of Tennessee

March Sales Madness

GAME PLAN:

9:00am – 10:30am Mike Rybarski

- ***Building on Core Consumer Needs to Generate Revenue***

10:30am – 10:45am Break

10:45am – 12Noon Dave Montgomery

- ***Making Memorialization for every Consumer SEXY***

12noon – 1:00pm Lunch

1:00pm – 2:00pm Ken March

- ***Building Value in Your Presentation***

2:00pm – 2:45pm Jay Jones

- ***Making the most of Aftercare Visits***

2:45pm – 3:45pm Nick Fasano

- ***Spin Selling: Make Your Closing More Effective***

3:45pm – 4:00pm Q&A with our Panel of Experts

Thursday, March 3, 2011
MARRIOTT COOL SPRINGS
Franklin, Tennessee

FREE to all CAT Members!!!
Sponsored by: Matthews International



Cemetery Association of Tennessee
Winter Sales School – “March Sales Madness”
Franklin, TN – March 3, 2011

LINEUP OF SPEAKERS:

Michael Rybarski: Michael Rybarski of Life Change Marketing, and a Strategic Consultant for Matthews International, will discuss changing consumer attitudes throughout our culture and how they are changing every aspect of American business, including funeral services, and memorialization. Michael will also review the 5 most important consumer trends, showing how they are affecting our businesses today, and in the future. Michael will conclude by presenting a new, positive, and integrated approach to re-positioning funeral service, cremation, and memorialization to meet the needs of 21st Century Consumers.

At Age Wave, Michael was the featured speaker on life-change marketing, direct marketing, and senior level strategy. His ratings from speeches were always at the highest level—and often he was invited back to the same groups to speak again. Michael uses a provocative mix of graphics, video and music in his presentations to thoroughly engage his audiences.

He is the author of numerous articles on strategic re-invention and generational strategy, and is the co-author of the critically-acclaimed book, *StartUp Smarts: The Thinking Entrepreneur’s Guide to Starting and Growing Your Business*. (2010, Adams Media, Avon, MA)

Dave Montgomery is Director of United Memorial Products/Matthews Granite and is responsible for the very first cremation pedestal designs in the United States. Dave has over 13 years industry experience and has worked directly with Rose Hills in California (biggest cemetery in US) and multiple properties on the west coast with very high cremation rates.

Nick Fasano is Director of Sales for the Eastern Region for Matthews Bronze. Nick has over 10 years experience with Batesville Casket as a Regional Manager and 10 years with SCI as Senior Vice President for Sales for the Eastern Region. Nick is also a licensed Funeral Director.

Jay Jones is the Sales Manager for Memphis Memorial Park. Previously, he was with some of the largest memorial parks in the state of Texas, serving in all capacities of sales.

Ken March is fourth generation in the death care industry. He has held every position from sales counselor to manager to Director to Vice President and ultimately in charge of worldwide sales for SCI with a quota of one Billion dollars per year! He has directed sales in over twenty countries around the world and now brings his experience to Matthews International and the Cemetery Association of Tennessee.



700 Cool Springs Boulevard, Franklin, Tennessee 37067
Reservations: 888-403-6772
Room Rate: \$139

Please mail or fax your registration form to the CAT office by Friday, February 25th!



Cemetery Association of Tennessee

Winter Sales School – “March Sales Madness”

Franklin Marriott Cool Springs

700 Cool Springs Boulevard, Franklin, Tennessee 37067

March 3, 2011 • Registration 8:30 • Seminar 9:00 – 4:00

REGISTRATION

Cemetery Name: _____

Contact Name: _____

Phone: _____

Attendees:

Cost: No Charge for CAT Members!

All others \$50 per person

Registration includes lunch.

*Please mail or fax your registration form to the
CAT office by Friday, February 25th!*

FAX: (615) 690-2996

CAT – PO Box 518 – Kingston Springs, TN 37082

Questions: Call Cindy Foree (615) 714-9605

SPONSORED BY: MATTHEWS INTERNATIONAL and CEMETERY ASSOCIATION OF TN