



Wesner
Associates, Inc.

Brochures and Business Reply Inserts

Brochure Titles:

“In Any Language FAMILY Is A Very Special Word”

This marketing piece is designed to introduce and sell the concept of pre-need. In can be sent to families requesting information regarding pre-need arrangements. A business reply card is incorporated in this brochure making it easy for the families to respond.

*For organizations using the **MarketService2000** Software, we recommend the use of this brochure in the Passive Marketing Sequence.

“Give Your Family A Priceless Gift”

This marketing piece is designed to encourage families to provide us with referrals. A business reply card is incorporated in this brochure making it easy for the families to complete and return. The best results are obtained when the counselor calls after the family has received the brochure.

*For organizations using the **MarketService2000** Software, we recommend the use of this brochure in the Purchase Acknowledgement and Customer Referral Request Sequences.

“Is In-Ground Burial the Right Choice for You and Your Family?”

This brochure is labeled a “fact” informational piece. It is designed to clearly inform the family about the facts regarding in-ground burial. It includes visuals of a memorial, burial vault and interment space for ease in understanding. A perfect response for families that request information regarding in-ground burial.

“Is Above Ground Burial the Right Choice for You and Your Family?”

This brochure is labeled a “fact” informational piece. It is designed to clearly inform the family about the facts regarding above-ground burial. It includes visuals of a side-by-side crypt, end-to-end companion crypt and crypt front memorialization for ease in understanding. A great tool to educate families concerning above ground burial.

“Is Cremation the Right Choice for You and Your Family?”

This brochure is labeled a “fact” informational piece. It is designed to clearly inform the family about the facts regarding cremation memorialization. It explains the cremation process, how and where the urn may be used, the need for caskets and memorialization. A source of valuable information for families considering cremation.



These brochures are designed to educate, inform and encourage families to pre-arrange. Is important for families to clearly understand the benefits of pre-need and the value of the products and services you are offering. Families are first *aware* of your product and services and then begin to *consider* pre-need arrangements. These brochures used in their proper sequence move prospects quickly from the awareness stage to the consideration stage of the buying cycle and eventually to the purchase.

These brochures can be customized to your specific needs. Please contact us by phone, fax or email to receive a free sample and price quote.

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CUSTOMIZED ESTATE PLANNING GUIDES

Achieve Greater Sales Volume and Increase Your Income with the NEW ESTATE PLANNING GUIDE

The Estate Planning Guide customized to your specific organization is the perfect sales tool. It is designed to meet the needs of the counselor, the family, and your organization. First, it will position the counselor as a knowledgeable and professional caregiver and assist him/her in introducing the value of pre-need arrangements. Secondly, it will help families by organizing their records and allowing them to realize the need for prearrangements in a non-threatening, service oriented manner. Thirdly, for the organization, it is a unique promotional tool that will increase awareness in the community and position your organization as professional and service oriented. The customized guidebook becomes an important document retained by the family and an excellent source of future business and referrals.

The customized Estate Planning Guide comes complete with written counselor training script and audiocassette. Please contact us for a free sample and price quote.

Wesner Associates, Inc. began in the business of serving cemetery and funeral organizations in 1978. Since then they have provided the guidance, expertise and marketing solutions to help countless number of organizations develop and substantially grow their pre-need business. Wesner Associates is the developer of the industries top selling marketing and lead management system—MarketService 2000. Wesner Associates is also the author of the highly acclaimed book “Complete Guide to Successful Family Services.” Over 1000 organizations in the United States and Canada have successfully adopted Wesner’s business model. This newly designed approach was created by Wesner Associates, Inc. as the vehicle to bring pre-planning and funding to a wider audience that has not been reached by traditional marketing in the past.

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