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START 2020 OFF WITH A HEALTHY SALES VISION BY ATTENDING DEAD TALKS

STERLING, VA (October 16, 2019) – The International Cemetery, Cremation and Funeral Association (ICCF A) will host its DEAD Talks Sales Conference on January 15–17, 2020, at Luxor Las Vegas in Las Vegas, Nevada. **“Focus on Success,”** the theme of this year’s DEAD Talks, was tailored to help sales people set their goals for the new year. Based on the popular TED Talks, attendees will hear the best actionable advice in rapid fire 18-minute presentations designed specifically for family service counselors and sales managers working in the deathcare profession. Then following each group of three speakers, there will be Q&A sessions to emphasize the take-aways.

On Thursday, January 16, sales consultant and keynote speaker, **Matthew Pollard**, will help attendees break down their daily business operations to understand where to make improvements that will grow their business and improve their sales in his keynote **“Rapid Growth, the Lazy Way.”** Matthew will also speak on the science of storytelling at a lunch session specifically for suppliers on Thursday afternoon.

Author and sales trainer, **David Hoffeld**, will take the stage on Friday, January 17, with his keynote **“The Science of Selling.”** David will show attendees ways to boost sales by understanding how client families perceive value and form confident purchasing decisions.

“Timely and thought-provoking,” “all had relevant, usable stuff I can take home and put into action right away,” and “easy-to-implement tips” were just some of the comments from 2019 DEAD Talk attendees. This year’s DEAD Talks will feature sales

topics such as digital prospecting, presenting cremation options, managing objections, closing and staying connected through aftercare.

In addition to the DEAD Talks, attendees will learn from sales legend Gary O’Sullivan during his traditional Fireside Chat, as well as be able to take advantage of numerous networking opportunities throughout the conference.

Early bird rates for DEAD Talks are available through December 10, 2019. If multiple attendees are from the same company, there are discounted registration rates available. For more information on these rates, as well as program details and hotel information, visit www.iccfasales.com.

The ICCFA will also host Celebrant training on January 13–15. Also hosted at Luxor Las Vegas, this two-and-a-half-day course will teach attendees how to create thoughtful, personalized funeral ceremonies that focus on the life of the individual rather than their religious affiliation. Visit www.iccfasales.com to register.

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Founded in 1887, the International Cemetery, Cremation and Funeral Association is the only international trade association representing all segments of the cemetery, cremation, funeral and memorialization profession. Its membership is composed of more than 9,100 rooftop locations and 19,000 professionals in the cemetery, funeral home and crematory industries, as well as supplier and related businesses worldwide.