

**Funeral Directors Presentation Plan**

**Step 1 – Present DNA Memorial services in the first few minutes of the arrangement meeting.**

 Start by saying *“I have an obligation to walk you through all the available services we offer. I would like to begin with our partnership with DNA Memorial.”*

**Step 2 – Provide clients with the Value Proposition Sheet**

Say *“Your loved one’s DNA contains important health information that could impact your well-being. Many families preserve and test their own DNA, to understand hereditary risks and proactively manage their own healthcare.”*

***Step 3 – Explain the easy non-invasive process.***

*Say “The process to extract a DNA sample is a simple non-invasive mouth swab. Once a sample is taken it is sent to DNA Memorial where they stabilize the DNA and return it in a preservation vial along with any genetic testing reports.*”

**Step 4 – Provide clients with the DNA Authorization form to fill out.**

Say *“This is the DNA Authorization form. You can accept or decline a sample to be taken, however the sample must be done prior to cremation or burial. If you are unsure, why don’t we take the sample now and hold it for 30 days? You have gone through a lot of decisions today. If we take the sample today, you can go back and discuss this with the rest of the family and see what their interests are before deciding on which DNA service fits your needs”*

**Step 5 – Provide the family with DNA Memorial Catalog to look at and brochure to take home. You can show them the DNA Memorial “John Doe” home banking vial.**

Say *“This is the preservation vial. It contains enough DNA for hundreds of test in the future. DNA Memorial offers different genetic testing and premium ancestry results. Are you interested in any of the testing options to go with your home banking preservation vial?”*