



Continuing Education · Consulting · Arrangement Training · Coaching



**CHANGE YOUR THINKING**  
NOT YOUR BUSINESS

# ARE ANY OF THESE CHALLENGES FAMILIAR TO YOU?

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## Revenue and Profitability

- Lack of consistency in arrangement conferences
- Staffing, Compensation/Benefits
- Decline in Services revenue/Consumer perception of value
- Not retaining shoppers
- Cash flow issues

## Customer Experience

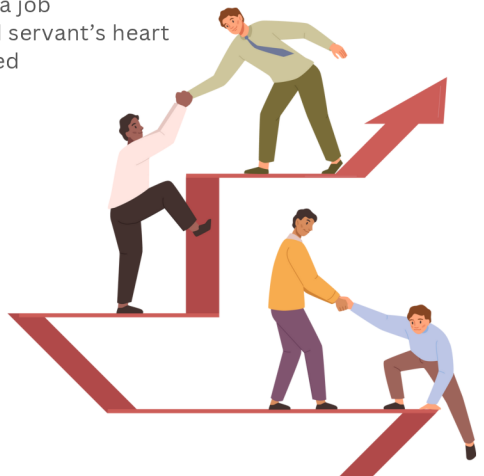
- Maximizing customer experiences
- Staff buy in, performance
- Market share growth

## Operational

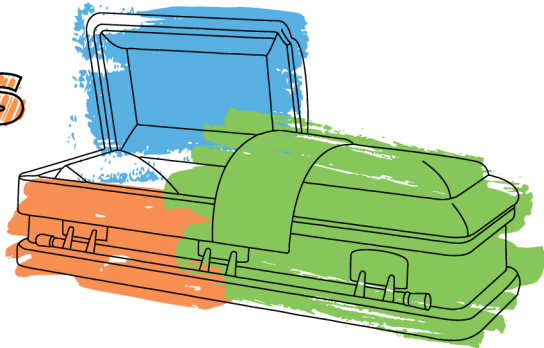
- Staff development / Accountability to procedures
- Consistency among staff
- Lacking positive results due to poor communication and broken company culture

## Management

- Poor Management, lack of guidance and staff development tools
- Staff, entitlement attitude, my way, just a job
- No teamwork, lack of universal goals and servant's heart
- Staff do not feel respected or appreciated



# Color Outside the Lines



## WHO WE ARE

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### About Us

Welcome to AG Associates, where we believe that success is a journey, not a destination. We understand the correct solutions to your business issues are always evolving, requiring ongoing accountability and commitment from your entire staff. With your team's talents and a drive to be the best, along with guidance, support, and commitment from AG Associates, we partner with you to create a strategic plan for success.

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# MOVING FORWARD

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## **Inevitable Change: Embracing Transformation for Success**

The famous words of Albert Einstein, "Insanity is doing the same thing over and over again and expecting different results," perfectly encapsulate the need for change in today's ever-evolving funeral service industry. At our consulting firm, we recognize the importance of breaking away from the traditional mindset to foster growth and innovation within your business.

## **Strategic Planning Tailored to Your Needs**

Our journey together begins with the development of a detailed strategic plan, tailored specifically to the unique needs of your business and enriched by our extensive experience and knowledge. This plan will provide you with the proven tools necessary to shift the traditional funeral service mindset and embrace change.

## **Collaborative Path to Success**

We believe in a collaborative approach. Together, we will map out the course of action, ensuring that every step in the plan is meticulously considered. Your commitment and accountability, combined with our constant support and guidance, create a powerful synergy. Through structured goals and regular evaluations, we will closely monitor progress, allowing us to refine our strategy further as needed.

## **Unified Goal: Continuous Growth**

Our unified goal is to ensure your continuous growth - expanding your business, increasing your market share, boosting your revenue, and enhancing management knowledge and staff development, both professionally and personally.

Embrace change with us, and let's transform challenges into opportunities for growth. Together, we can achieve remarkable success, ensuring your business not only adapts to the changing landscape but thrives within it.

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# WHAT WE DO



## **Revenue and Profitability**

- Arranger Training
- Building Relationships
- Product Knowledge / Merchandising
- Service Distinction
- Value / Benefits
- Accountability / Cash Flow



## **Customer Experience**

- Customer Satisfaction
- Staff Training / Creating an Experience
- Customization, Uniqueness, Memorable
- Increased Market Share
- Only's List



## **Operational:**

- Daily Operations
- Company Culture
- Staff Recruitment and Retention
- Staff Pay and Benefits
- Staff Accountability, Teamwork, Consistency



## **Management:**

- Leadership Team
  - New Perspective
  - Positive, Supportive Management
  - Provide Excellent Staff Development Tools
  - Provide Great Communication, and Goal Oriented Staff Appreciation
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# REVENUE AND PROFITABILITY

The growth and success of your funeral service company depend on effective management and a dedicated team. At our consulting firm, we understand that building the right team and empowering them with the right skills takes time and effort. Through our Arranger Training program, we focus on developing a culture where excellence becomes second nature, driving your company to new heights.

## Our approach emphasizes building strong relationships among your staff,

which naturally extends to your clients. By empowering your team with comprehensive knowledge, including product details, effective merchandising practices, and service distinction, you create a workforce that is not only skilled but also passionate about what they do.

Moreover, we help you develop effective communication strategies to convey the value of funeral service and its benefits to your clients. This clarity in communication enhances the client experience, leading to greater satisfaction and loyalty. Each team member's accountability ensures that clients are well-served, contributing to the overall growth and success of your company.

Partner with us to transform your funeral service business into a thriving enterprise that is known for its exceptional service and client satisfaction.



# CUSTOMER EXPERIENCE

Customer service is at the heart of the funeral service industry. Families facing loss seek compassionate and understanding professionals to guide them through this difficult time. Exceptional customer service can profoundly impact how families perceive their experience and cope with their loss. While it may not be an innate trait, it is easily taught and can be a defining factor in your funeral home's success.

**Funeral homes that prioritize customer service  
tend to build stronger relationships with clients,**

leading to positive word-of-mouth referrals and a stellar reputation in the community. In today's digital age, online reviews and testimonials are crucial in influencing consumer decisions, making exceptional customer service more important than ever before.

At our consulting firm, we understand the importance of well-trained funeral professionals who can identify ways to create a unique and memorable experience for each family. Our training programs focus on developing the skills and mindset needed to deliver compassionate and exceptional service, ensuring that your funeral home stands out in a competitive market.

Partner with us to elevate your customer service standards and create lasting impressions that will set your funeral home apart from the rest.



# OPERATIONAL

Your Company Culture Matters. Your company culture is not just a buzzword; it's a fundamental aspect that shapes your businesses' operations and success. At our consulting firm, we understand the critical elements that contribute to a great culture and a sense of belonging within your organization. Incorporating these elements will significantly impact your ability to identify, hire, and retain top talent.

It all starts with leadership, which sets the tone with a unified sense of purpose that inspires and motivates your team. Accountability and autonomy among staff members create a sense of ownership and responsibility, both towards the company and the clients you serve.

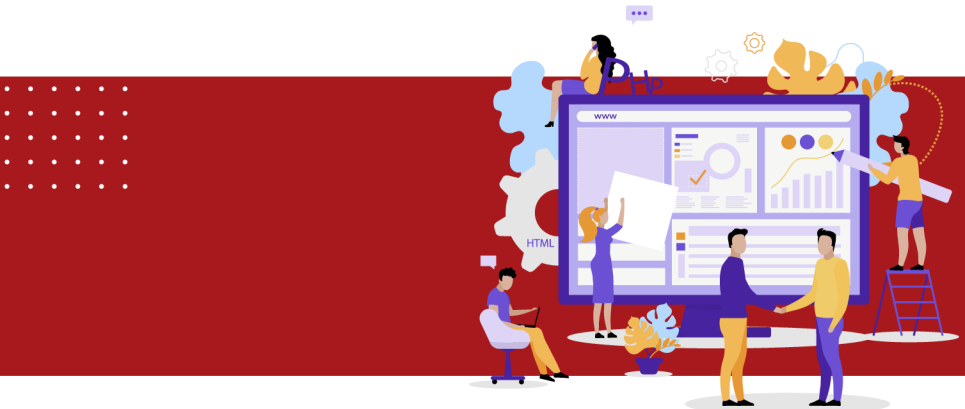
Recognition and appreciation play a crucial role in fostering a positive culture. When families express gratitude for the service they've received, it not only validates your team's hard work but also strengthens their commitment to excellence.

## Open communication is essential,

allowing everyone to voice their opinions and ideas without fear of retaliation. This creates a culture of trust and honesty, where every team member feels valued and heard.

A positive workplace environment is key to employee satisfaction. Employees who are proud to be part of your team will go above and beyond to ensure client satisfaction. A welcoming, clean facility further enhances this positive environment, putting both employees and clients at ease.

Partner with us to cultivate a company culture that promotes teamwork, excellence, and a strong sense of purpose. Together, we can create an environment where everyone thrives, and your business excels.



# MANAGEMENT

In the dynamic world of funeral service, change is inevitable. At our consulting firm, we understand that embracing change can be challenging, but it is essential for staying relevant and competitive. We are here to guide you through this process, helping you gain a new perspective and revitalize your operations.

## Central to our approach is the creation of a positive, supportive management team.

We provide excellent staff development tools to help you build a successful team that excels in communication, both internally and with clients. By setting clear goals and fostering a goal-oriented environment, we ensure that your team provides the best possible service to families while also educating your community about the value of funeral service.

Recognition and appreciation are key components of our strategy. We believe that acknowledging the efforts of each team member is crucial to building the right company culture and ensuring the success of your team. By recognizing and showing appreciation for their contributions, you can motivate your team to perform at their best and create a positive work environment.

Partner with us to transform your management approach and create a successful, goal-oriented team that is dedicated to serving families and educating your community. Together, we can navigate the challenges of change and position your business for long-term success.



# BUSINESS OVERVIEW



## **Strategic Planning:**

Develop a roadmap for success with strategic planning services tailored to the funeral/deathcare industry.

## **Financial Guidance:**

Optimize your financial performance with expert financial management solutions in order to strategically structure your pricing.

## **Marketing and Branding:**

Stand out in the market and attract more customers with customized marketing and branding strategies.

## **Operational Efficiency:**

Streamline your operations and improve workflow efficiency with operational consulting services.

## **Technology Integration:**

Embrace digital transformation and leverage technology to drive innovation and enhance business operations.

## **Training and Development:**

Invest in your team's skills and capabilities with comprehensive training and development programs.

## **Compliance and Regulations:**

Stay compliant with industry regulations and minimize risks associated with non-compliance with regulatory compliance consulting services.

# WHO WE ARE



## GREG CANNON

Greg Cannon, CPC, CFSP, CCO, is passionate about creativity in the workplace to develop client businesses, solve employee issues and address bottom-line financial needs.

A sought-after speaker, Cannon believes in the power of “thinking outside the box.” His proven record is reflected in a client base that saw positive revenue growth immediately after implementing Cannon’s low cost, innovative ways to attract new business—and grow existing.

Mr. Cannon is a graduate of Gupton-Jones College of Funeral Service, Decatur, GA, where he served as class president and a member of Pi Sigma Eta. In addition to AG Associates, he is former co-owner and CEO of Cannon-Cleveland Funeral Directors, Southern Crescent Crematorium and Companion Care Cremation Services, all located in McDonough, GA.

## JUSTIN STUBBS

Justin has worn a few hats in his lifetime, most notably as a graphic designer, musician, and mortician.

A graphic designer since the early 2000s, Justin is also a licensed funeral director, embalmer, and crematory operator. He worked tirelessly in the funeral industry from 2010-2020 serving others in their times of need. In late 2020 he moved to the corporate management side of the industry as Creative Director for a large private equity group that owns and operates over 120 funeral homes nationwide. In this role he oversees social media accounts for all firms, all advertising and marketing campaigns, and all graphic design needs.

Justin brings a unique approach to funeral service education and coaching with a blend of humor, insight, and experience.



A S S O C I A T E S

[www.agassociates.org](http://www.agassociates.org)