

Your Journey Forward Aftercare Path:

For Local Leaders

Support after the service isn't optional — it's expected. And it begins with you.

Your support ensures:

- Families receive consistent, compassionate follow-up care
- Funeral directors introduce and schedule aftercare with each family
- Preneed Specialists gain meaningful leads and connections

Your Role in Action

1. Integrate Aftercare into Workflow

- Add aftercare appointment scheduling to the funeral director checklist
- Train all funeral directors on when and how to introduce aftercare
- Use the *Aftercare Intro Sheet* at every arrangement

2. Set Clear Expectations

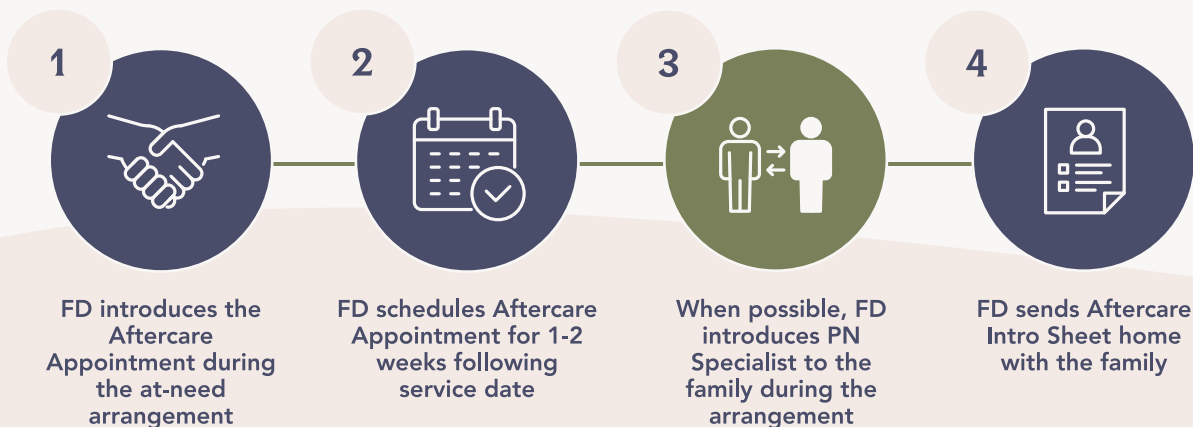
- Reinforce scripting and workflow at team huddles
- Champion the process: *"This is part of how we care for every family"*.
- Celebrate team members who follow through

3. Monitor & Support Execution

- Spot-check consistency in appointment-setting
- Align scheduling systems so no family is missed
- Use opt-outs and drop-offs as coaching opportunities, not dead ends

Setting the Stage:

Introducing Aftercare: The Funeral Director's Role



Your Journey Forward Workflow

Meaningful support at every touchpoint...

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Step 1

Before the aftercare appointment:
**Introduce Aftercare Concept +
Schedule Aftercare Appointment
during the At-Need Arrangement**

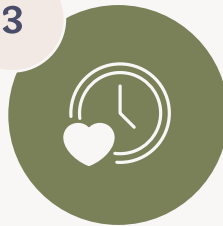
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Step 2

During the aftercare appointment:
**Walk Through Aftercare Guide +
Provide Next Steps**

3



Step 3

After the aftercare appointment:
**Offer Ongoing Touchpoints: Send
Thank-You, Follow-Up and Continued
Support**

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Step 4

When appropriate:
Schedule a Preneed Appointment

Why It's Worth It

This is more than a program — it's actionable support.

When families feel supported after the service, they remember it. That connection builds trust, strengthens your brand and creates natural pathways to future service.

We don't stop when the service ends. We stay present — because that's who we are.