

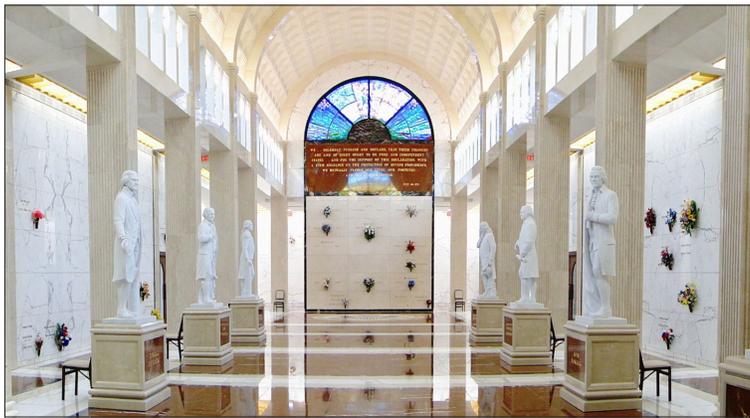


# GRANT CARDONE Sales Training University

Solutions, Accountability and Training... Just a click away.

## GREENWOOD Case Study FUNERAL HOMES • CREMATION

Since starting Cardone University in 2015 Greenwood Funeral Homes has taken their follow up to the next level. This resulted in an increase of their pre-need sales by 15% and decrease their cancellations by 35%.



In 1907, we began with a mission to celebrate life and serve families better. So we planted trees, created pathways and developed our two cemeteries into the area's first funeral homes located on cemetery grounds with hundreds of acres of peaceful and natural beauty.

Today, with two cemeteries, three funeral homes, two mausoleums, two state-of-the-art crematories and two florist shops, we are honored to be among the nation's best and Tarrant County's leading provider of affordable funeral, cremation and burial services.

Greenwood Funeral Homes and Cremation, Greenwood, Memorial Park and Mount Olivet Cemetery are the perfect setting for families and friends to celebrate life. We set out to design funeral and resting places unlike any other.

### Objectives

- Provide structured Sales Training
- New Follow Up Strategies
- Access to sales training 24/7

### Solution

- 30 segments of training required a week
- Group training 5 times a week including roll play
- Live Mastermind Call every Wednesday

### Results

- Pre-need sales are up 15% YTD compared to 2015
- Cancellation rates are down by 35%
- Next Level Follow Up Game
- Confident & Motivated Team

### Challenge

Ryan Morrison united with Cardone Training Technologies in pursuit to break the barrier of their unique industry. They struggled with creative ways to follow up with clients. He needed a platform to train his team 24/7 and have access to content that was structured for his company.

### Approach

Daily training is not an option, but a requirement for the Greenwood Funeral Home team. It's mandatory to complete 30 training segments a week. They also include roll play 5 times a week in their meetings. Ryan is committed to seeing his people succeed. He rally's everyone together EVERY Wednesday for the Cardone Mastermind coaching call.

### Results

Greenwood Funeral Home is up in pre-need sales by 15% percent YTD compared to 2015 and their cancellation rates are down 35%. Due to daily training, roll play, and mastermind calls. Ryan now has a team of confident, highly motivated, and successful sales people.

"Cardone University has helped me develop world class sales professionals to match our world class brand."

-Ryan Morrison

SALES

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