



**Participant comments from Jeff Mowatt's
*Becoming a Trusted Advisor***

keynote delivered at the FSAC national convention, June 2, 2022

“Every one of Jeff’s points hits home in a different way but what I have taken away the most is his conversation on “Value” and usage of “So that...”. I have incorporated that into my daily language with my team and I think it has made a big difference for us all.”

Michael Gibbens, General Manager, Green Acres Funeral Home & Cemetery

“Jeff’s presentation was fantastic. Being a financial advisor for 20 years and as a funeral preplanner for 2 years, I know the rules and customers’ expectation very well. Knowing to give evidence would improve trust, showing responsible and attentive attitude is a must. Listening is always the first priority to be within the meeting, however, I miss the important key words during the conversation so as to let the clients know they are in good hands and well taking care of. “SOUNDS LIKE...” these magic 2 words will take away from you and will keep in mind in future.”

Simmy Yuen, EPC

“Great presentation! It’s wonderful how Jeff tailors his talks to whichever group/industry he is speaking to. My key take-way was adjusting the wording when speaking with clients! I feel that this is an area I can improve on, especially when I am busy/stressed! Avoiding saying ‘I’m busy...”

Tamara Hudson, Association & Events Assistant, Funeral Service Association of Canada

“Greatly appreciated Jeff’s presentation. Much of what I am teaching my Family Service Team and it is really helping them. The best take away for me is Listening and understanding and not letting my knowledge of 35 years make me a person who doesn’t get stuck in a rut. We are in the process of changing all of this for our Directors and my team so GREAT timing as well. Also the verbiage, so important! My team will greatly benefit from more information and I am going to talk to our owner about a training with Jeff.”

Marq Jeffrey, Family Service Manager, Connelly-McKinley Funeral Homes

“My biggest take-away was the trusted advisor comments. I have been a funeral director for almost 25 years and my biggest pet peeve is when junior directors “move-in” with the family. We are not their friends and I, as Jeff mentioned, wouldn’t have them to my house for dinner. The trusted advisor is a great way to explain our role in their journey.”

Robert Belton, Funeral Director, Kelly Funeral Home – Somerset Chapel | Arbor Memorial Inc

“The biggest takeaway for me were the two words: for you, so that and sounds like. It seemed like Jeff did his research and knows a fair bit about our profession. This is appreciated.”

Sheri Kortgaard, Owner/Director, Platinum Transfer Inc

“I was pleased to hear Jeff’s keynote presentation at the FSAC conference today. My take away... I liked in particular the question, How’s your time, are we OK?”

John Laframboise, Director of Community Relations, Kelly Funeral Homes | Arbor Memorial

"The concept I found most helpful was to share my grand intentions with the family. We want to take care of your father who passed away, but.. we also want to take care of YOU and help YOU through this process. Jeff is inspiring.

Sharon Thiessen

"I've been a funeral director for 44 years and thoroughly enjoyed Jeff's presentation. One great takeaway from it was "Would it be helpful if"."

Eric Sibley, Pre-Planning Funeral Director, Arbor Memorial Services

"I very much enjoyed Jeff's presentation during the FSAC conference. There were many key takeaways that stood out and after 33 years in the profession it is always good to be reminded... Ensure that you treat each family as if they have never experienced a death, don't make assumptions that they have and understand what you're talking about."

Joni Cooke, Assistant Manager, Funeral Director, Arthur Funeral Home-Barton & Kiteley Chapel

"Great seminar today. My main takeaway is "Trust = Customer loyalty - Make and keep your commitments." Thanks to Jeff for his insight and presentation."

Tony Slavin, Bell & Burnaby Funeral Chapel

"Great presentation. Biggest take away; Choosing your words effectively will enhance the outcome, and Personal Reputation ~ Become a model of Diplomacy."

Vince Farano, Funeral Home Manager, Brampton Funeral Home & Cemetery | Arbor Memorial

"An expression that Jeff shared and we train our staff to use everyday is "Courtesy Update". One of the most meaningful contexts we utilize these words in would be following an initial call from a family or medical facility to advise us of a death during which our assistance has been requested. Once we have attended at the place of death, our Funeral Directors will call the family and communicate "I am calling as a courtesy to share with you that your family member is now in our care". This small gesture lowers a family's stress level and assists them on the first steps of a path towards healing. Words matter and the feelings they leave with a grieving family can last a life time."

Jeff Weafer, Funeral Home Manager, Regina Funeral Home-Arbor Memorial Inc

"Wonderful presentation. I am a big believer in FAB statements therefore Jeff's message on using "so that" resonates with me. I also took away the lesson on staying away from term of "feelings" such as 'want to' or "like to". It's important to me to be continuously learning and growing both professionally and personally, Jeff's presentation blends those two things very well.

Marc Kanapaux, Training Specialist

"Jeff's presentation was wonderful. My key take away was about value-that people are not always looking for the cheapest price. I am very conscious about choosing my wording when speaking with families, so what you said just reinforced what I have been doing."

Charmaine Menard

"Jeff's presentation was great. Informative and eye opening. Two take aways for me was regarding choosing our words wisely and going out of our way to treat each family uniquely. We can't turn ourselves on autopilot. People who are grieving will see through us immediately if we are "fake". We need to be sincere and actually listen to the individual and/or family we are serving."

Kirk Neville, Funeral Director, Curry's Funeral Home

"I am a student funeral director that is living and working in my small, hometown in Saskatchewan. My take away was that I do not need to be friends with everyone. This seems so obvious, but it was good to hear it and be reassured that the people that I serve are not looking for a friend, but someone to assist them and walk with them through a difficult time."

Kim Sandager, Student Funeral Director, Preeceville Funeral Home

“So much we do in our profession is based on relationships, I want to be the customer’s trusted advisor, not necessarily their friend. I do not need or have the time for more friends in my life, quality of quantity. Great session.”

Andy Jeynes, General Manager, The Imperial Group

“Thanks to Jeff for his preparation to speak with our industry. I liked, “We’ve never met” rather than How are you and Rest Assured. It takes time and practice to change one’s core vocabulary. I would find your 50 tips most helpful.”

Coreen Croteau, Funeral Director, Gilchrist Chapel McIntyre & Wilkie

“I help families to make the RIGHT BUYING DECISION. It is not a recommended to become a “friend” to my customer, keep it as the TRUSTED ADVISOR. So true are these two take aways. I deeply appreciate the whole presentation.”

Paulyn Yao,

“I’m not trying to become their friend but a trusted advisor .. makes great sense! Thanks for Jeff’s seminar.”

Judy Hilsden, Inline Image

“Best take away was phrasing things correctly all in wording, we are not busy, we have had a full day that will be used here today forward!!”

Myriam Minier, Funeral Director, Grays Funeral Chapel

“I apologize I missed the first half of your talk because of a client, but what I did get to hear was amazing. I love the suggestions on word smithing and Sounds like...when using that phrase it helps people realize that you were listening to them.

Katherine Scimmi, President/Owner, McKenzie & Blundy Funeral Home