



Diocesan Services

MISSION ACCELERATION PROGRAM

October, 2014

Mission Acceleration Program:

A mission-driven approach to sales excellence

We believe ...

- Your diocese, your families and your team are unique in many ways
- It takes more than a training class to create sustainable change
- It takes time to add a sales mindset to your team's intrinsic skills
- It needs to pay for itself

Therefore ...

- Mission Acceleration is delivered just to your team, we do not mix dioceses
- Mission Acceleration includes observational coaching to reinforce lessons in your locations
- Mission Acceleration is an ongoing plan: classes run in cycles, new employees are accommodated, reinforcement occurs
- Mission Acceleration is priced so that cemetery systems can recover the cost with a handful of additional sales

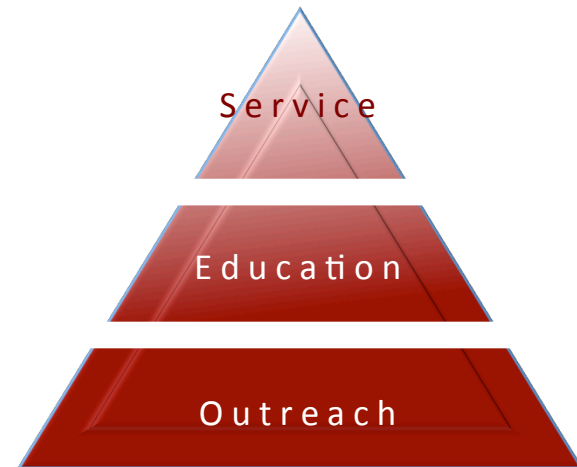
Do you believe that 2-4 additional contracts per month is within reach?

There is a comprehensive set of primary elements to Mission Acceleration

The Mission Acceleration Program is **designed to increase Overall Gross Sales** with clear vision on the mission of the Catholic cemeteries. By focusing on making the ministry more proactive than reactive, the Mission Acceleration Program engages the staff and leadership teams through specialized on-site training programs and support services to increase advanced planning sales performance and strengthen overall family service.

- ✦ Four distinct training courses
 - 101 – Pre-need sales skills
 - 102 – Phone skills
 - 103 – Presentation skills
 - 104 – Referral and follow-up skills
- ✦ Dedicated Regional Training Director
 - A proven sales leader who gets to know your staff on an individual level
- ✦ Counsel directly related to your circumstances
 - Building your team
 - Compensating your team
 - Monitoring your team
 - Reaching out to families

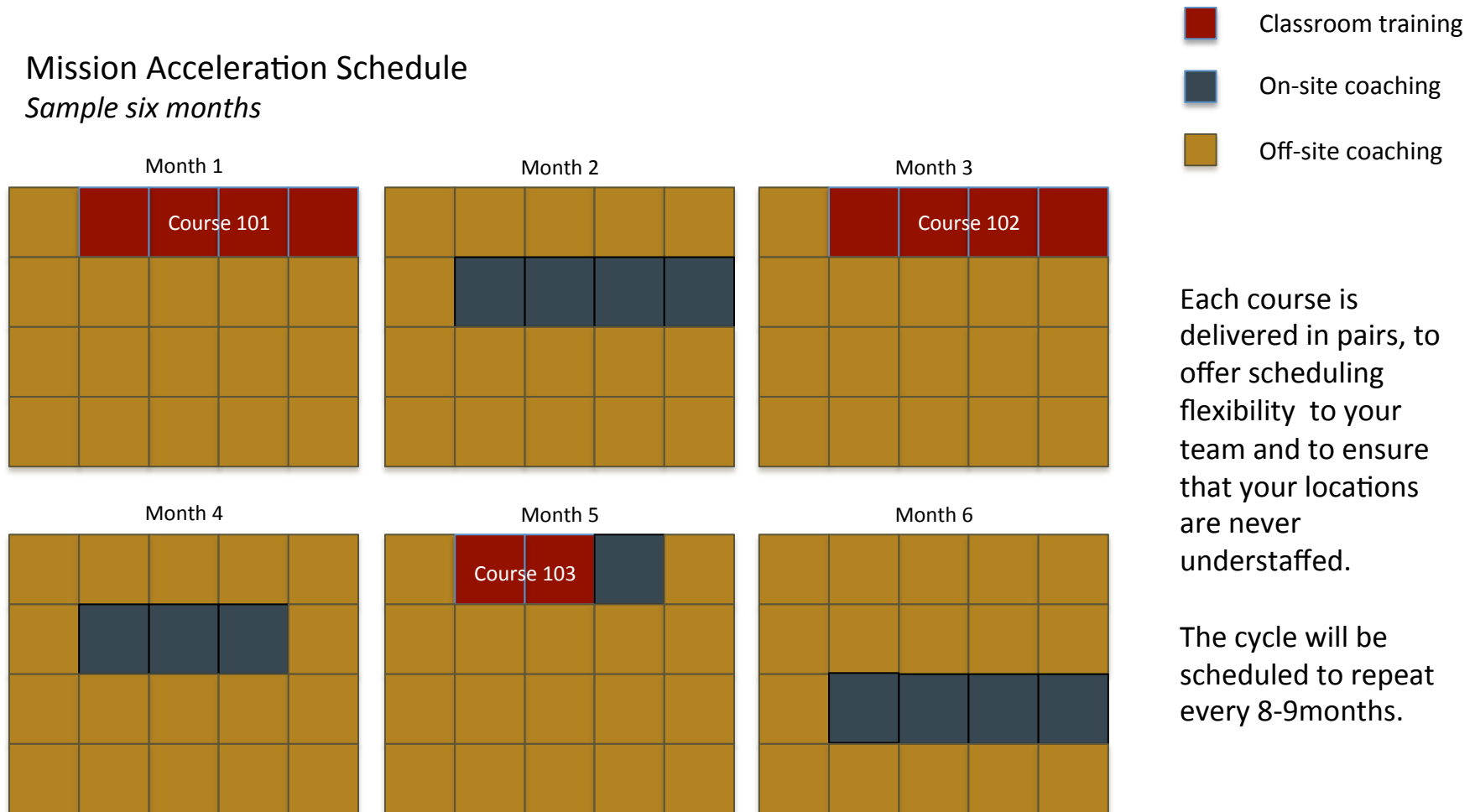
*We want your team focusing
on what matters !*



Our engagement of your team involves both Immersion and Reinforcement

Mission Acceleration Schedule

Sample six months



CMS can offer additional services, depending upon what you value

Marketing Services

CMS's Marketing and Design team can assist with any number of items to extend your brand appropriately. They are expert at brochures, handouts, flyers, mailers, outreach booths, etc..

Lead Generation

Once your team is ready to fill the "top of the funnel," we can help to integrate the right pieces of the puzzle. This may include lists, events, outbound mail, along with a calling plan.

Inventory Development

The success you experience will almost certainly cause you to begin thinking soon about your next expansion move. Our development team can assist with strategy, planning, vendor selection, community relations and more.

Other Options

Are you considering a new location, integrating pre-need funeral sales, or recruiting/interviewing new team members? Whatever your next inflection point, CMS may be able to assist with a Consulting or Advisory engagement.

Mission Acceleration Program

Growth opportunity: Mission Acceleration Program

MISSION ACCELERATION PROGRAM



Who is CMS?
Catholic Management Services offers strategic planning and professional services to support the mission of our client-dioceses across the nation. As a Church-owned organization, we are uniquely positioned to understand its issues and, therefore, serve its needs. We incorporate best practices to deliver strategic models and shared solutions to meet the complex business needs of today's Catholic Church. Our goal is to create a financially healthy and sustainable environment in areas ranging from funeral and cemetery operations to a variety of administrative functions.

What is the Mission Acceleration Program?
CMS has developed an exciting program designed to increase Overall Gross Sales with clear vision on the mission of the Catholic cemeteries. By focusing on making the ministry more proactive than reactive, the Mission Acceleration Program engages the staff and leadership teams through specialized on-site training programs and support services to increase advanced planning sales performance and strengthen overall family service.

—Bishop Michael Barber, SJ

USE THE MISSION ACCELERATION PROGRAM

to demand from diocesan cemetery directors, CMS created the Mission Acceleration Program in order to share our experience and programs with others. This program focuses on the training and management of family-facing staff within the cemetery system. CMS brings its proven curriculum, a schedule of strategic programs and its years of experience leading teams to greater levels of success.

70%
Average increase in appointment setting ratios!

25%
Average increase in overall gross sales profitability!

DOES CMS ENGAGE A DIOCESE'S TEAM?

As a primary point of contact for each client-diocese, a Regional Training Director is a professional who gets to know your staff members on an individual basis, understands their strengths and weaknesses, guides them through our training and evaluates and coaches them as necessary. The Training Director is with you on a monthly basis, working through a set rotation of courses.

We assign a Client Director, who collaborates with the cemetery director staff on implementation of the program from a strategic perspective. These spend the majority of their time working directly with our management services and bring them a holistic experience in Catholic funeral and cemetery ministry.

For more information on the Mission Acceleration Program, please contact us at (925) 738-2031 or randym@cmsmission.org

Course Descriptions
Our course schedules are designed with sensitivity and ministry in mind. We follow the needs of the participants and regularly reinforce their lessons.

101 ADVANCED PLANNING (PRE-NEED) SALES TRAINING
An intensive two-day classroom experience covering the fundamentals of our sales process.

102 ADVANCED PLANNING PHONE SKILLS
A hands-on two-day classroom experience, focused on outbound appointment-setting skills.

103 PRESENTATION SKILLS
A day-long course in presenting your brand the proper way to families.

104 REFERRALS & FOLLOW-UP SKILLS
A one-day course that covers referrals requests and follow-up.



Support Services
CMS provides support on the following topics, as they relate to Mission Acceleration:

- Hiring and Onboarding
- Compensation and Incentive Programs
- Sales Reporting
- Coaching to Counselors and Managers
- CRM Implementation Support
- Parish Outreach Coordination

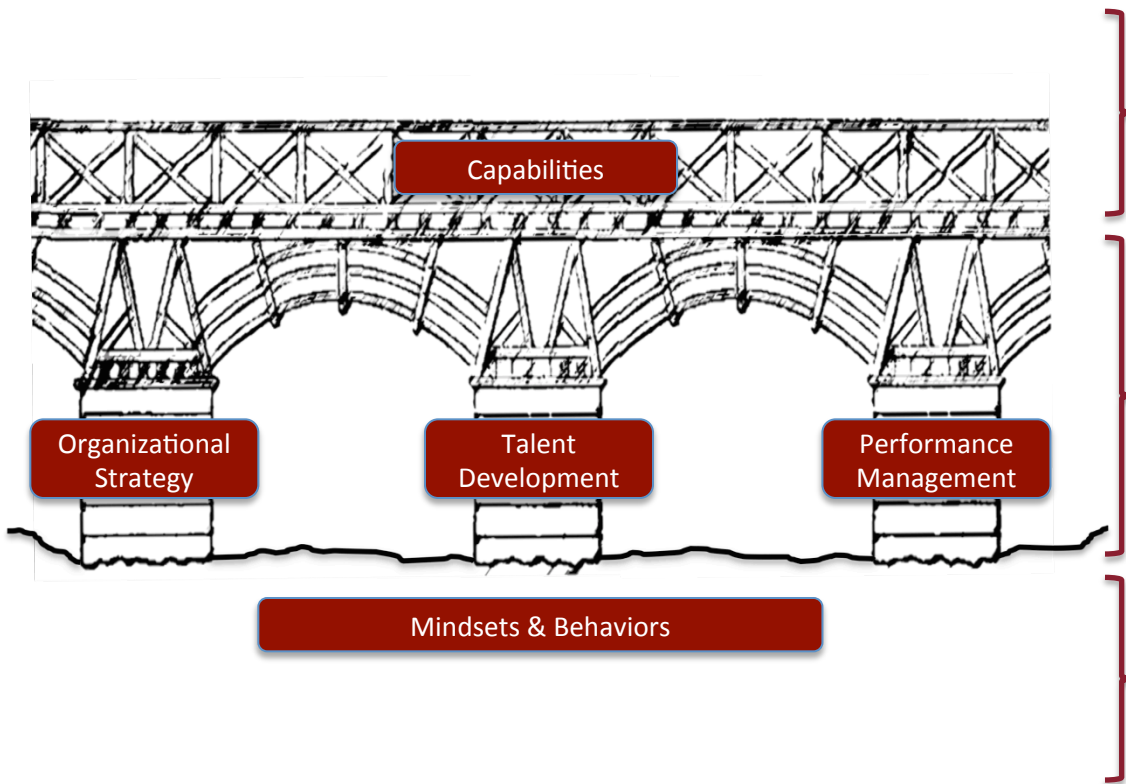
Optional Services

- Marketing Services and Materials
- Lead Generation Programs
- Recruiting Services
- Inventory Development
- Strategic Business Planning
- and others...

Mission Acceleration :

- Leverages our philosophy of Mission-Based Sales
- Allows us to engage your team actively and provide feedback to the leaders
- Designed to work with dioceses of all sizes and all stages of maturity

This program will touch on all aspects of your team's approach to serving families



Capabilities:

These are the behaviors that your families see (the planks of the roadbed), e.g. Sales Process, Inventory Planning, Ministerial Outreach

Enablers:

These are the core systems and processes that you use to manage your business (the pillars that support). Most families don't really notice these and many employees really don't understand.

Mindsets:

The set of beliefs in the organization (the bedrock underlying it all), which must be understood before anything may be built successfully. These propel behaviors, whether they are understood or not.