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Successful Sales Strategies

**An innovative
training opportunity
for today's preneed
sales professional**

The Presenters



Wanda Sizemore, Director of Field Training and Development with Homesteaders, served as a regional director for customers in the southeast region for nearly a decade and has been instrumental in managing field staff and offering customer support. Sizemore has over two decades of experience in funeral service and is deeply rooted in the profession through active participation in industry associations like the ICCFA. She is a Certified Preplanning Consultant (CPC), a Certified Celebrant and a recipient of the ICCFA'S 2015 Distinguished Service Award.



Brent Thomas is the Assistant Director of Field Training and Development at Homesteaders Life Company. Prior to joining Homesteaders, Brent spent 24 years in the funeral profession, including 17 years at Batesville Casket Company. His award-winning experience as a business consultant, coach/mentor and strategic sales leader is rooted in his commitment to helping families honor their loved ones.



Greg Norris began his career in funeral service in 1993, demonstrating his abilities as a preneed agent by qualifying for the Homesteaders Leaders Conference in 2003. In 2004 he joined Homesteaders as an account executive representing Texas and has been recognized twice as the Graham J. Cook Account Executive of the Year. Norris is currently a regional director, supervising seven account executives in Homesteaders' Western region. He earned a marketing and management degree from Emporia State University in Emporia, Kansas.



Terri Bordenkircher started her career in 1992 as a pre-planning and aftercare consultant. She managed a preneed program for 8 yrs and obtained her funeral directors license in 2005. Terri has qualified for many of Homesteaders' incentive trips. In 2012, Bordenkircher joined Homesteaders and is currently a Regional Director. She is also a Certified Preplanning Consultant (CPC) and specializes in effective preneed lead generation.



Danielle Burmeister is Homesteaders' Director of Marketing Communications. She grew up in a small apartment above her family's funeral home, doing odd jobs and playing "Taps" at graveside services. She later worked in event marketing for the Iowa State Fair and as a professor of English and Communication at a nearby college, before deciding her passion was with funeral service, marketing and preneed. Danielle has a Bachelor's degree from Central College in Pella, IA, and a Master's degree from Iowa State University.

Successful Sales Strategies for Today's Preneed Professional

August 17-19, 2021 | West Des Moines, IA

Sign Up to Get Secrets for Preneed Success!

This three-day course features an all **NEW** presentation program and several exclusive tools to help boost your preneed sales performance. You'll work with expert instructors from across the country to learn:

- How to develop an effective sales process
- Appointment Setting/Nothing happens until an appointment is set
- Strategies for overcoming objections
- Understanding why consumers are spending less/How to overcome
- Creative ways to generate leads

Class sizes are limited. Please **register by August 9, 2021**, to reserve your spot. For additional information, contact Wanda Sizemore at wsizemore@homesteaderslife.com.

There is no course fee for Homesteaders customers. All participants are responsible for the cost of travel and hotel accommodations. Lunch is provided on all three days

Register today at homesteaderslife.com/training



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