

TIPS FOR

PROMOTING CERACUT



1 DISPLAY PHYSICAL SAMPLE

Families are far more likely to choose custom-cut shapes when they can see and touch examples.

3 SHOW CERACUT FIRST

Present it as an available option rather than an upgrade after decisions have already been made.

2 HIGHLIGHT VISUAL IMPACT

Try this verbiage:
"A custom shape tends to stand out beautifully on the monument."

4 INCLUDE CERACUT IN EVERY QUOTE

Many families are surprised to learn that a custom-shaped portrait can be an affordable upgrade with a big visual impact.



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