



*“It is my sincere hope that CMS’s work will continue to develop into a ministry of the Church of Oakland to the broader Catholic Church.”*

—Bishop Michael Barber, SJ

## Who is CMS?

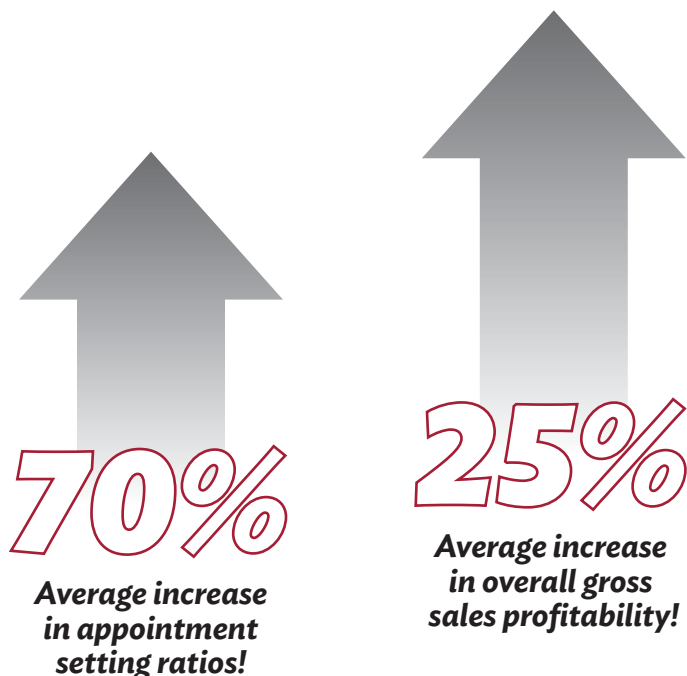
**Catholic Management Services** offers strategic planning and professional services to support the mission of our client-dioceses across the nation. As a Church-owned organization, we are uniquely positioned to understand its issues and, therefore, serve its needs. We incorporate best practices to deliver 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.

## WHY USE THE MISSION ACCELERATION PROGRAM?

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



## HOW DOES CMS ENGAGE A DIOCESE'S TEAM?

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

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

For more information on the Mission Acceleration Program, please contact CMS at **(844) 267-6477** or **info@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...