



## ABOUT Justin P. Zabor, CFSP

Justin Zabor is, "The Director of Death who Speaks the Language of Life" for you and your organization. He is a third-generation Funeral Director and Professional Speaker who works with associations, organizations, and corporations to achieve greater levels of success in their personal and professional lives. Justin has been granted the designation of Certified Funeral Service Professional (CFSP) by the Academy of Professional Funeral Service Practice. There are over 35,000 licensed funeral directors in the US and only 1,400, or 4%, of the entire profession have achieved this distinct honor. Justin is co-owner of The Zabor Funeral Home in Cleveland, Ohio in addition to operating his professional speaking business Justin Zabor Enterprises LLC.

He is a Past President of The Ohio Chapter of the National Speakers Association. He was elected only the second youngest president in the 30 year history of NSA Ohio.

In addition to his speaking, Justin may be remembered as "Mr. March" when he appeared in the first ever "Men of Mortuaries" national charity calendar to benefit women diagnosed with breast cancer. He and his brother Kurt were 2 of only 11 funeral directors nationwide to receive this honor out of hundreds of applicants. The calendar received national media attention and was featured in *The Los Angeles Times*, *The Atlanta Journal and Constitution*, *The New York Daily News*, *The Today Show*, *Fox News Channel*, and *Whoopi Goldberg's morning radio show* among others.

Justin is also a professional actor, model, and voice over artist for television, radio, and print media. The Docherty Model and Talent Agency represents him in Ohio, Pennsylvania, and West Virginia. He has appeared in numerous projects over several years.

He is a proud member of the following professional associations...

- Past President of The National Speakers Association's Ohio Chapter (NSA Ohio)
- The National Speakers Association (NSA)
- The International Cemetery Cremation and Funeral Association (ICCF)
- The Ohio Funeral Directors Association (OFDA)
- The Screen Actors Guild and the American Federation of Television and Radio Artists (SAG-AFTRA)



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*Title of Presentation:*

## **Customer Service to Die For: Five Service Secrets from the Funeral Profession**

*Description of Presentation:*

"Customer Service to Die For" is Justin Zabor's flagship customer service program. In it, Justin outlines the 5 points of creating customer experiences that have lasting impact and keep your customers and clients coming back for more. The five points are...

- 1) **Small Acts of Service can make a Big Difference**
- 2) **Customer Service is Dead! – Customer Service as we used to know it is dead**
- 3) **The Customer is NOT always right –  
(but the customer is always in charge)**
- 4) **Smiling Service without Sincerity Stinks**
- 5) **Service begins and ends at Home.**

As a result of experiencing this presentation, you will be educated, motivated, informed, and inspired by Justin's actionable ideas, helpful tips, and valuable insights on how to be more successful in serving your customers.

You will learn through clear examples, humorous anecdotes, and insightful observations what it takes to be the most effective professionals you can be.

Justin will prove that customer service is not some fancy buzz word – it's an attitude that must be a way of life for your business. Service cannot just be something you do; it must be something you are. You either have it or you don't. He will demonstrate that success in the funeral profession is not all that different than success in your organization.

Because when it comes to serving customers it's the little things that truly make the biggest difference.



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