

This is not a pitch. You aren't connecting with them just to sell them on our services.

It is okay to be silent. Sit with the pause so they know you are happy to listen to them.

You don't have to ask all the questions provided – one or two or whatever feels right to help them be comfortable with you and have an authentic conversation with someone from CCH who cares.

UNHELPFUL	HELPFUL
I know exactly how you are feeling.	I am sorry you are going through this painful process.
I can imagine how you are feeling.	It must be hard to go through this.
I can only imagine...	It is OK to grieve.
I understand how you are feeling.	It is okay to be angry with God and anyone else.
You should be over it by now.	Grieving takes time.
It is time to move on.	Do not feel pushed to hurry through your grief.
You are so lucky you had so many years together.	What was he/she like?
You are young, you will meet someone else.	You will never forget ____, will you?
At least you have your children.	Tell me about ____.
At least her suffering is over.	This process has been difficult.
He is in a better place now.	It is not easy for you, is it?
He lived a really long and full life.	What about your relationship will you miss most?
How old was he/she?	He/she meant a lot to you.