



**Advisors for Veterinary Clinic Success, LLC (888) 500-6711**  
Helping Veterinary Clinic Owners Reach Their Financial and Business Management Goals



**Take Action to  
Achieve Success!**

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**Meet the AVCSuccess  
Consulting Team**



**Scott Anderson**  
Practice Operations Analyst

**Kim Fish**  
Practice Operations Coach

**Dr. Randy P. Carsch, DVM**  
President

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Dear Friend,

Referral programs can be a great tool to add to your marketing mix. A referral program helps provide the most valuable kind of marketing you can get for your practice because it is from a satisfied client.

People who come to your clinic for the first time because someone they know told them about you will have a higher level of trust than a new customer who found your practice another way.

Also, clients that give referrals become more loyal your practice because once they make a public statement about your practice and how you took care of Fluffy, psychologically they become more loyal. That alone makes having a referral program worth the effort.

### **Keep It Simple**

Most small business owners in general assume that referrals will happen by themselves if they provide excellent customer service. This isn't always true.

While great customer service is critical to the success of a referral program, receiving referrals on a regular basis requires a deliberate and proactive process.

There are many types of referral strategies and creative ways to market your practice. In most cases, your best clients are ready and willing to refer you to others, you just need to show them how.

When building your referral program, the less complicated the better. Keep reading below for some ideas to get started.

## The Best Referrals Come From Your Current Clients Who Can Vouch First-Hand About Your Practice



### Client Referrals

Referrals are a great way to grow your practice because they are relatively free. If you offer your clients excellent service and provide more value than expected, they will be more likely to refer you to their friends if you make it easy for them to do so.

#### Printed Flyers

Print up a stack of flyers or coupons and be sure to give one to each of your clients when you are billing them out. You can make the offer say something like, "\$20 Off for You and a Friend! Send your friend and their pet in with this coupon to receive \$20 off any service. Your account will be noted, and you will also receive \$20 off on your next visit."

Have a place on the flyer where it says "This referral is from" and a blank line so that you can write your client's name on it. Hand one or two flyers to them before they leave. When their friend comes in to your practice with the referral coupon in hand, simply make a note of it on their account and follow up with a thank you.

#### Business Cards

The next time you re-order business cards for your practice, use the opposite side of the card, which is usually left blank, to promote your referral program. Be sure to give each client a few cards at the time of each visit and do not be shy about asking

them to hand out the cards to their friends or neighbors.

#### Website

Use your website to promote your client referral program. Instead of using a monetary incentive, you can promote a different offer each month such as a complimentary day of boarding or grooming for each new client referred. Other options are to offer a free service such as a nail trim, or a bag of food or a vitamin supplement. Be sure to keep your website updated with lots of photos and useful information so your clients visit often.

#### Facebook Page

Social media such as Facebook and Twitter are a great way to reach your client base and can be a very effective marketing tool for your practice. You can be as creative in your marketing as you want to be. Whatever incentive you offer, it must be valuable so prospective clients and referring clients will make the effort.

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## Reward Your Customers Who Send You Referrals

# Thank You!

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### Rewarding Referrals

A referral thank you program should be an integral part of your overall marketing referral program. Depending on how successful the program becomes, you can grow the incentive.

In other words, the rewards will grow in value as the client makes more referrals. The first time clients refer a friend you might send a thank you card and mention the \$20 off their next visit or a complimentary service. For the second referral, you may want to send a thank you card with a small Starbucks gift card. For the third referral, you might send a gift card to the local mall.

Over time, these clients who are responsible for growing your practice become preferred clients and may receive special

offers throughout the year for dental cleanings or boarding.

"The reason referrals are so powerful is because they come from a credible third-party that has experienced firsthand the benefits of doing business with you."



Dr. Randy P. Carsch, DVM  
President AVCSuccess  
Texas A & M University 1980  
TVMA Economics Board 2004-2005

Contact me at [DrC@AVCSuccess.com](mailto:DrC@AVCSuccess.com) to learn how your practice can become a success story!



Offices in Texas - California - Florida  
P.O. Box 864616 Plano, TX 75086  
Phone: (888) 500-6711  
[www.AVCSuccess.com](http://www.AVCSuccess.com)