

Greetings!

Spring is here! This means your practice could be in the midst of a very busy season as new puppy and kitten owners search for a veterinarian in their neighborhood.



Are you and your staff prepared for the busy season? How successful is your practice at converting phone shoppers into clients? Are all team members on the same page when it comes to pricing? Are you using your website effectively to sell your practice to new puppy and kitten owners?

**In this issue you will find practical tips to prepare for the busy puppy and kitten season.**

### Tips for Handling New Client Inquiries

- For many new pet owners, selecting a vet is a very personal decision. They will feel good about their choice when dealing with a professional office staff that really cares about them and their new pet.
- All new pet owners are different, each with their own set of questions and ways of communicating. Having someone on the phone that can relate to each prospective client on an individual level will help to secure that first appointment.
- Having established protocols for handling phone shoppers will help convert more new pet owners into clients and will also help retain them as clients for the life of the pet.
- It is important to speak in a language the average pet owner is familiar with and to avoid using complex veterinary terms that may be confusing such as DHLPP.
- If your practice has an inexperienced front staff, try role playing which is a great way to

prepare for phone shoppers.

- Once you secure the first appointment, send a follow up email to make them feel special. Here are some examples: "Congratulations on your new puppy/kitten." "We can't wait to meet your new puppy/kitten." "We are excited that you are a new puppy/kitten parent."
- Happy and satisfied clients will tell others about their experience and referrals are another great way to grow your practice.
- If the market for veterinary services in your community is very competitive, a great way to differentiate your practice is with the amount of personal service you provide.
- Ongoing communications with new clients is a great way to stay in touch and remind them of the many reasons why they selected your practice for their new puppy or kitten, so stay in touch year-round.

## Use Your Website to Sell

Research shows that a potential client will visit your website to find out more about your practice even when referred by a trusted friend. The page they are most likely to visit is the **About Us** page.

Give prospective clients what they are looking for by keeping this page updated and easy to find. Include photos and a short bio for the doctors and staff which is what many potential clients are interested in seeing.

## Advisors for Veterinary Clinic Success

The AVCSuccess consulting process is a curriculum based program designed to fit the dynamics and philosophies of the practice. It is worked on a step-by-step basis to keep the doctor and staff from feeling overwhelmed, but will also serve to provide immediate results, both in the value of medicine provided and the overall growth of the practice.



Call us today at (214) 250-6605 or schedule a free 20-minute coaching session with AVCSuccess Consultant Kim Fish [www.calendly.com/kimfish](http://www.calendly.com/kimfish).