



Greetings!

Profitability is the essence of business success. Every veterinarian needs to be thinking about their practice's financial health, and determine an estimated valuation, whether or not they are prepping for sale. From this information, targeted strategies to increase profitability, and thus valuation, can be instituted.

Attend the AVCSuccess May webinar series to learn the 5 Steps to Practice Viability and Valuation. You will walk away with important information that you can use with your practice management system to help you methodically implement a plan to understanding the value of your practice and increasing profitability.

Register below!

AVCSuccess May Webinar - "5 Steps to Practice Viability and Valuation"



Every veterinarian needs to be thinking of valuation whether or not they are prepping for sale.

Attend this FREE webinar to learn the **5 Steps to Practice Viability and Valuation.**

Webinar registrants will receive a free coaching session to review their personal practice needs related to this important topic. Be sure to schedule a time after completing the webinar registration! Or [click here](#) to schedule now.

DVMAX Users 5/3/16 - [Click here](#) to register

AVImark Users 5/4/16 - [Click here](#) to register

All Other Veterinary Software Users

AVCSuccess supports all practice management software including Cornerstone, DVManager, eVetPractice, and Infinity. Email us at team@avcsuccess.com to request a webinar specific to your practice management software.

Generating referrals from your best customers is one of the simplest prospecting tools you can use to increase new customers because they are relatively free. If you offer your customers excellent service and provide more value than expected, they will be more likely to refer you to their friends, especially if you make it easy for them to do so with business cards, flyers and incentives.

While there is no doubt that all businesses need word of mouth advertising from happy customers, the real power of referrals comes from developing a methodical system for prospecting that will produce results.

The power of referrals really grows when you reach outside your customers to individuals or businesses that are directly related to your practice in some way. This would include animal related businesses that provide complimentary products or services.

Below are a few tips for developing a practice outreach program to take your referrals to the next level.

Tips to Grow Your Referrals

Think about how many pet shops, grooming salons, training centers or boarding resorts there surrounding your practice. These businesses are animal related and will most likely share the same customers as you, which could lead to a new stream of referrals for your practice.

1. One strategy is to call the owner of the pet store on your street to introduce yourself and begin to develop a relationship.
2. Next, you could invite them to lunch followed by a tour of your practice.
3. Third, you could hold educational seminars for pet store owners and their employees on topics such as first aid for animals or signs that an animal is in distress.

Over time, the number of new clients you could attract from the pet stores in your neighborhood could be significant. When customers ask the pet store employees which veterinarian they recommend, they can share their positive experience with your practice.

Keep in mind that if you offer a competing service such as boarding or grooming, then you may not want to approach pet grooming salons or boarding resorts. Also, be sure to approach reputable businesses with high quality service.

A Practice Outreach Referral program is a methodical process that you have to actually put in place in order to

capture qualified prospects through your association with complementary businesses.

Advisors for Veterinary Clinic Success



AVCSuccess provides solutions to common problems every veterinary owner and practice manager face in reaching their performance goals.

The "proven model for success" is a result of consulting for hundreds of practices, measuring protocols versus outcomes, and resetting practices to grow their revenue an average of 16-18%.

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