

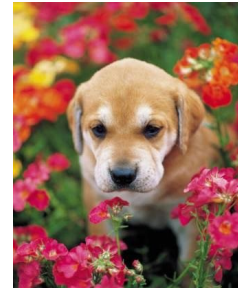


Dear Friend,

**Spring is here!** That 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 newsletter you will find practical tips to prepare for the busy puppy and kitten season.



### Every New Patient is Worth Hundreds of Dollars of Practice Revenue for your Business

#### Puppy / Kitten Season

##### Handling New Patient Phone Inquiries

As the puppy and kitten season draws near, it is important to establish proper protocols for handling phone shoppers. This will help convert more new pet owners into clients and will also help retain them as clients for the life of the 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 new pet owner on an individual level will help to secure that first appointment.

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.

- 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.
- 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."



## Using Your Website to Sell

Most people today use the internet to search for products or services, especially for those located in their own neighborhood.

- Getting your site to show up at the top of the search results page is a great way to bring in new clients, especially new pet owners looking for a veterinarian.
- 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.

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.

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## We Can Help Your Practice Achieve Success

AVCSuccess is a full service veterinary practice management consulting firm. We partner with our clients to deliver solutions that help solve the most complicated needs to help you reach your financial and business management goals.



**Advisors for Veterinary Clinic Success**

