



## Advisors for Veterinary Clinic Success

(214) 250-6605

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Greetings!

Now that it's summer, your practice should be having a very busy puppy / kitten season.

Are you and your staff prepared? 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 for the busy puppy and kitten season.

### AVCSuccess June Webinars

#### "Turn Performance History into a Plan for Success"

Learn the steps to produce an "Exploratory Analysis" on your practice to better understand where emphasis should be placed to stabilize and grow your revenue, operations and efficiencies. Access the critical Information in your practice management system to determine performance trends and develop a plan for achievable success. From this webinar you will be able to:

- \* Draw relationships between categories, bill item usage, and "triggering" events
- \* Measure client compliance historically and in real-time to guide your plan
- \* Grow your medical production

This is a "can't miss" webinar for all practice owners and managers looking for proven strategies to improve their practice using their practice management software system. Make sure you download the "AVCSuccess Exploratory Analysis Guide" once you log in to the webinar in order to supplement your webinar experience. Or email [team@AVCSuccess.com](mailto:team@AVCSuccess.com) to request an early copy.

Register for this free webinar!  
"Turn Performance History into a Plan for Success"

DVMAX Users 6/23/15 - [Click here](#) to register to webinar

AVImark Users 6/24/15 - [Click here](#) to register to webinar

Click on the link below to schedule a 15 minute call with  
AVCSuccess Consultant Kim Fish

<https://calendly.com/kimfish>

ALL OTHER PRACTICE MANAGEMENT software users (Cornerstone, Infinity, etc.) please  
send us an email if you are interested in a webinar specific to your software.

[team@avcsuccess.com](mailto:team@avcsuccess.com)

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### Handling New Client Inquiries

As the puppy and kitten season goes into full swing, 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.

Client retention is as important to practice growth as new client development and having a protocol for phone inquiries will help you avoid missed opportunities with both.

- 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.
- 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."

- Happy and satisfied clients will tell others about their experience and referrals are another great way to grow your practice.

### Using Your Website to Sell

The page most likely to be visited is the [About Us](#) page.

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.

### Is Everyone on the Same Page Regarding Fees?

Implementing a fair and profitable pricing model for new pet services will improve client service, increase clinic revenue and promote clinic growth. All staff members should fully understand the fee structure for new puppy/kitten clients.

AVCSuccess offers a consulting module on fees to help show how you can take the guesswork out of establishing fees and learn how to create an Effective Service Code List and Related Fees list which are critical to your practice success.

### Advisors for Veterinary Clinic Success

AVCSuccess will change the way you use your practice management software, communicate as a team, get clients to comply, practice a higher level of medicine and grow your practice so you can achieve success!



**Schedule an Exploratory Analysis for Your Practice**  
(214) 250-6605 or [Team@AVCSuccess.com](mailto:Team@AVCSuccess.com)

AVCSuccess guarantees that our consulting program will pay for itself for a no-risk solution to solving your practice's performance needs.