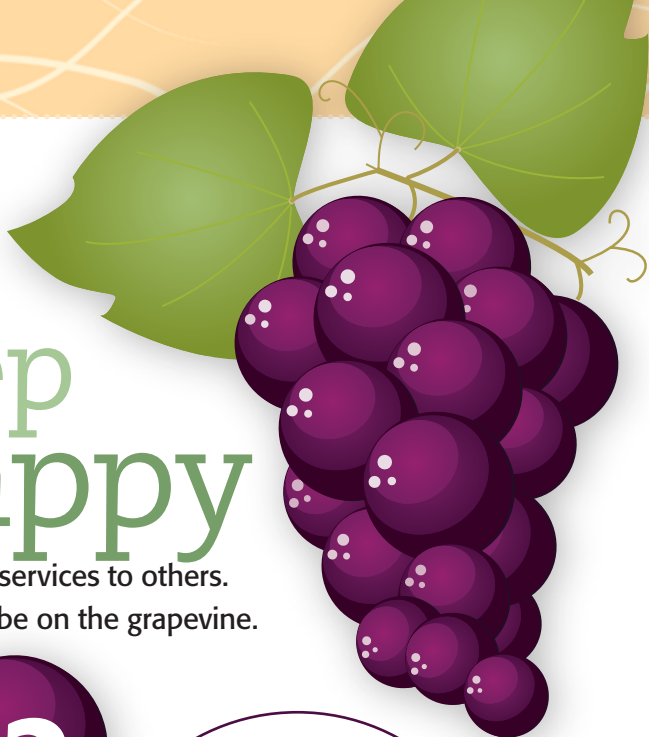


7 tips to keep clients happy

Happy clients stay with your practice and promote your services to others. Use these tips to please pet owners and build a good vibe on the grapevine.



1 Keep it clean.

Your exam and waiting rooms, grounds, and parking lot should sparkle—and be free of litter, dead plants, and pet waste. Ms. Scrootnize and her schnoodle, Snoodly, definitely notice.

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2 Make waiting fun.

Create a positive, relaxing waiting experience with comfy chairs, an updated variety of reading materials, soothing music, or a fish tank in your waiting room. Mr. Huffandpuff might just chill out and enjoy himself.

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6 Open up.

Make it easy for clients to contact you, and encourage them to use the tools you provide, such as e-mail and voice mail. Miss Tooscared will ask about Barney's bad breath when she knows you welcome the interruption.

Get personal.

Learn clients' and patients' names and personal details, and use this information to build better relationships. Remembering Max's birthday with a complimentary treat when he visits builds your warm, fuzzy quotient with his owner, Mr. Murphy.

2

Solve problems.

When Dr. McDonald recommends a special diet for Fifi or a technique to help ease Angel's anxiety, help pet owners locate the products, services, and additional information to follow your team's advice.

3

Add value.

Free pet toothbrushes, food samples, and educational handouts make lovely parting gifts and send clients away with tangible reminders of their visit. You might also consider hosting an event, such as an open house or free mini-seminar, or offering daily pet care tips on your hold message or Web site.

5

Communicate.

Contact clients before, between, and after visits. Update them about changes in their pet's treatment plan, and explain the cost and the services you provided. Ms. Unaware can't appreciate your complimentary nail trim if she doesn't know you performed the task. *

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