

# Make Your Clients 'Sticky'

## How to Attract 'A' Clients and Keep Them Coming Back

Bashore Halow, CVPM, LVT



# Bashore Halow

- Partner at Halow Tassava Consulting
- Certified Veterinary Practice Manager and Licensed Veterinary Technician
- Editorial Advisory Board Member to Firstline and DVM 360 magazines
- 2013 PVMA President's Award for Vet Management Education





# Thank You

Henry Schein and Pam Milkman  
Merial and Jennifer Jefferies



Brenda

# Capture and Retain 'A' Clients with these Strategies

- Know your identity
- Look and live your identity
- Speak your identity
- Have a game plan to maintain competitiveness

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Brenda



# Know Your Identity

A Fresh Look at the Mission Statement



Brenda

# A Fresh Look At the Mission Statement

- The Mission articulates a sweeping, uplifting, forward-thinking reason for being.
- It informs all company decisions.
- Companies that tie themselves closely to their Mission are the ones that most successfully compete and garner attention in the market.

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Bash



To prove a point...I'll bet you  
know who these companies



Neither rain, nor sleet, nor gloom of  
night stays these couriers from the swift  
completion of their appointed rounds.







US Post Office

Through our strong network of volunteers, donors and partners, we are always there in times of need. We aspire to turn compassion into action so that all people affected by disaster across the country and around the world receive care, shelter and hope.







The Red Cross

In air, space and cyberspace;  
we fly, fight and win!





US Air Force



We refresh the world and  
create moments of optimism  
and happiness.





Coca Cola

The experiences at our hotel enliven the senses, instill well-being, and fulfill even the unexpressed wishes and needs of our guests.







The Ritz-Carleton

We are a trusted friend, protector, and  
pathfinder forward; for you, your  
practice, and the veterinary profession.





Halow Tassava

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CONSULTING



# Was there a company that inspired you to go to WORK?



## Does This Mission Select for a 'work ethic'?

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Neither rain, nor sleet, nor gloom of  
night stays these couriers from the swift  
completion of their appointed rounds.



# 'Look' Your Identity

Social Media is the Best Thing that Ever Happened to  
Your Practice



Brenda



# It doesn't matter how big your heart is, if you share it with no one

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- You live your Mission every day. Share it using Social Media
- Make sure your website reflects who you are
- Create video and audio content original to your practice



# Does this look like they care?

Call today: [redacted] 02



## Our Services

We strive to provide complete care for our patients. Learn more about all the services we provide.

[Read More →](#)

## Request an Appointment

We will do our best to accommodate your busy schedule. Schedule an appointment today!

[Schedule Now →](#)

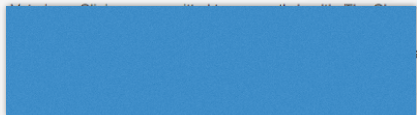
## Online Forms

Get prepared early. Our new patient paperwork is also available online for completion in the convenience of your own home or office.

[Read More →](#)

Welcome to [redacted]

Located in Honesdale, PA the veterinarians at [redacted]



[redacted] Williams and our staff have excelled in compassionate veterinary care in the Honesdale area.

[redacted] Veterinary Clinic is a full-service animal hospital whose mission is to provide the highest standard of veterinary care for pets. We provide friendly, informative, and supportive



## New specials for new patients!

Sign-up using the form or call us at [redacted] to learn about our exclusive offers.

Name: \*

Email: \*

Phone: \*

Verify: \*



A HEALTHY DIET STARTS WITH THE  
RIGHT FOOD CHOICES

HERE YOU CAN FIND A TERRIFIC  
SELECTION OF HEALTHY PET FOOD AND  
TREATS. FEED YOUR PET QUALITY FOOD  
AND YOU WILL AVOID MANY HEALTH  
CONCERNS DURING YOUR PET'S LIFE.  
A BETTER DIET MAKES A HEALTHIER  
PET. ▶



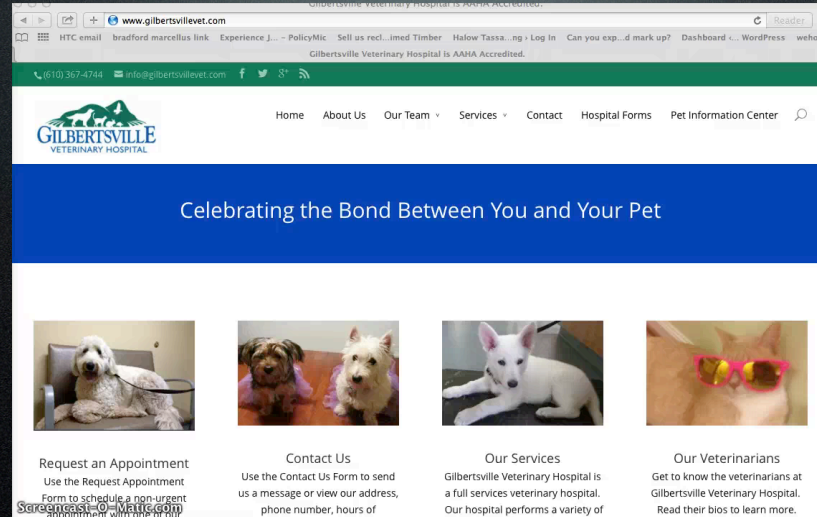
Welcoming,  
authentic  
pictures  
work



## Get Shots of Veteran Team Members



# Websites are more than pictures



The screenshot shows a web browser displaying the website for Gilbertsville Veterinary Hospital. The browser's address bar shows the URL [www.gilbertsvillevet.com](http://www.gilbertsvillevet.com). The website's header includes the hospital's logo on the left and a navigation menu with links for Home, About Us, Our Team, Services, Contact, Hospital Forms, and Pet Information Center. Below the navigation is a prominent blue banner with the text "Celebrating the Bond Between You and Your Pet". Underneath the banner, there are four columns, each featuring a photograph of a pet and a corresponding text block:

- Request an Appointment**: Use the Request Appointment Form to schedule a non-urgent appointment.
- Contact Us**: Use the Contact Us Form to send us a message or view our address, phone number, hours of
- Our Services**: Gilbertsville Veterinary Hospital is a full services veterinary hospital. Our hospital performs a variety of
- Our Veterinarians**: Get to know the veterinarians at Gilbertsville Veterinary Hospital. Read their bios to learn more.



THIS WEEK

4 Page Likes

492 Post Reach

UNREAD

0 Notifications

0 Messages

Timeline About Photos Reviews More

PEOPLE

★★★★★  
287 likes  
66 visits

























Status Photo / Video Offer, Event +

What have you been up to?

Animal Medical of New City, PC  
Posted by Evelyn Meyer (2) · August 6 · Edited

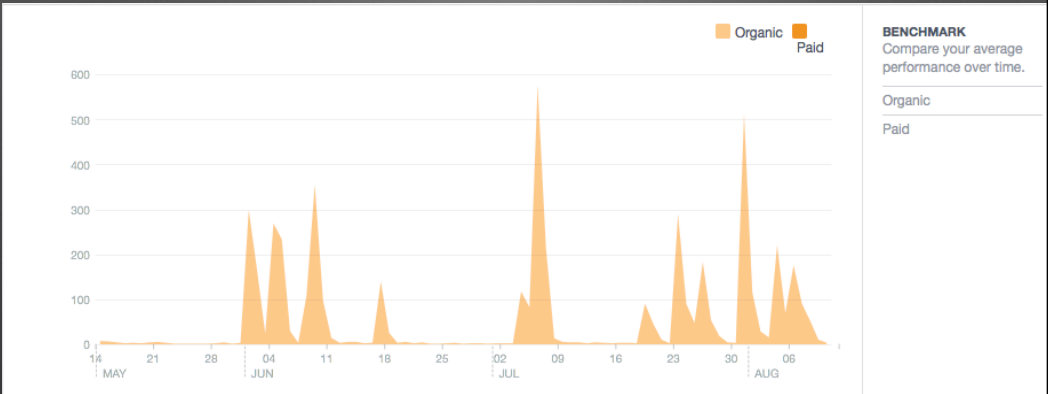
Recent

- 2014
- 2013
- 2012
- 2011
- 2010
- 2009
- 2008
- Founded

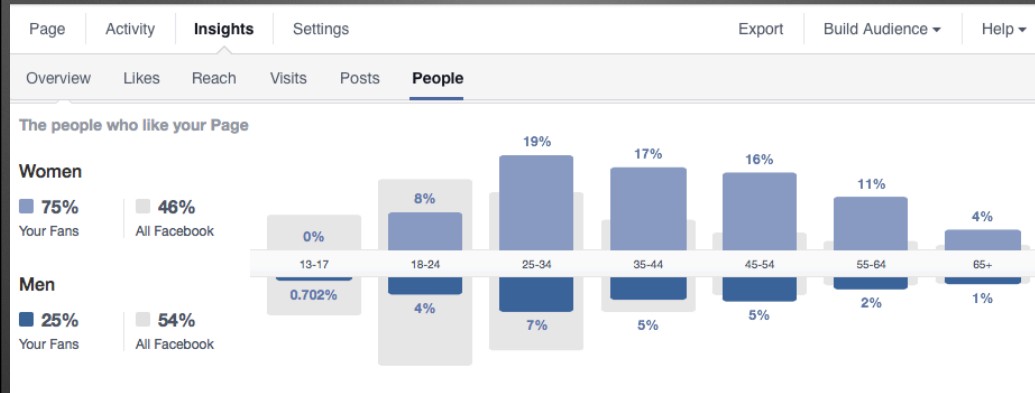
Published		Post	Type	Targeting	Reach	Engagement	Promote
08/06/2014 2:44 pm		Missing puppy found today at Haverstraw Marina on Beach Road. Mixed breed dog about one year old.			273	22 12	Boost Post
08/04/2014 3:00 pm		Anyone have a case of the Monday's?! We at AMNC hope a little animal joke or two will bring you a			107	31 5	Boost Post
08/04/2014 2:50 pm		Gus Seiff did a FANTASTIC JOB with his plan to lose a couple puppy pounds! His Mom and Dad kept up			271	85 18	Boost Post
07/31/2014 10:53 am		Thanks AMNC for fixing me up, and putting me back on my paws! I have a hot date tonight! -Blaise Meyer			112	13 20	Boost Post
07/31/2014 10:47 am		CHECK OUT OUR INSTAGRAM PAGE! @animalmedicalinc ;)			104	5 6	Boost Post
07/31/2014 10:46 am		Dr. Gitteiman doing morning yoga before surgery today! Keeping in his Zen!			593	101 72	Boost Post
07/26/2014 1:05 pm		A sweet little addition to our hospital! Penny is very fashionable, thanks to her great owners! ;)			207	11 29	Boost Post
07/26/2014		Our Doggies like to swim too! make sure they all stay safe in the hot sun!			116	8 17	Boost Post



# What other marketing gets you this kind of reach?



# Remember who your audience is



## SEO is Important, Engagement is Better

- You have to be responsive to Social Media Posts
- Mention the name of the commentor in the post
- Photograph pets and people or both
- SHOW who you are

Brenda

## SEO is Important, Engagement is Better (Cont'd)

 **Halow Tassava Consulting**  
February 3

I think it was in 2005 or 6 that I went to work for Davis Animal Hospital in Greenwich, CT. In those days, Davis was part of Healthy Pet group (later a part of VCA), and I was recruited as a regional manager. The Davis Animal Hospital was... [See More](#)



Screencast-O-Matic.com



# Quick YouTube 'how to'

Yahoo

Home Mail Answers Groups Flickr Tumblr Games Live Screen Mobile More

YAHOO! Search Web My Yahoo Hi, Bash Halow Mail

See the unique ways Jason and others around the world are using iPad.

Explore more

Mail News Sports Finance Weather Autos

Federal budget deficit running below last year's

Trending Now

- 1 Kanye West
- 2 Becky Hammon
- 3 Anibal Sanchez
- 4 Katie Ledecky
- 5 Brooke Burke
- 6 Kellie Pickler
- 7 Courtney Stodden
- 8 Samsung Galaxy S5
- 9 Tia Mowry
- 10 Terrell Owens

Daily live concerts

Screenr - Matic.com

# Speak Your Identity

Do NOT be about selection and price, you'll lose



Brenda

# Your competition has selection and price

The screenshot shows the Walmart Pharmacy website interface. At the top, there's a navigation bar with the Walmart logo, a search bar containing 'Pharmacy', and links for 'New customer?', 'Sign In', and 'Help'. Below the search bar, there are links for 'See All Departments', 'Value of the Day', 'Local Ad', 'Store Finder', 'Registry', 'Gift Cards', 'Track My Orders', 'My Account', and 'My Lists'. The main content area is titled 'Pharmacy : Pet Medications' and features a 'Find a Pharmacy' section on the left, a 'Pet Medications' section with a list of common medications, and a 'Keep your pets healthy and heartworm-free' advertisement for PetTrust. The 'Common Pet Medications' table lists various drugs like Clindamycin, Dexamethasone, Furosemide, Heartguard Plus, Interceptor, and PetTrust Plus with their descriptions and pricing. There are also sections for '3 Ways to Order' including 'Order Online' and 'Pick Up In-Store'.

Walmart Save money. Live better. Free shipping on college essentials. New customer? Sign In | Help

Value of the Day | Local Ad | Store Finder | Registry | Gift Cards | Track My Orders | My Account | My Lists

See All Departments | Search Pharmacy | Go | My Cart (0) | Choose My Store

Pharmacy : Pet Medications | Clinics | Home Delivery | Medicare | Specialty Pharmacy

Find a Pharmacy | Enter ZIP Code To Find Your Local Pharmacy | Find

Transfer Your Prescriptions Today. It's Easy. | Get Started | Walmart Pharmacy

### Pet Medications

It's easy to fill your pet's prescription at a Walmart Pharmacy. Just find your pet's medication, then order online, in-store or by phone.\*

\*Valid veterinary prescription required.

#### Common Pet Medications

Name	Description
Clindamycin	Tablets or capsules, prices may vary*
Dexamethasone	Tablets, <b>\$4/30 day or \$10/90 day supply</b>
Furosemide	Syrup, <b>\$4/30 day or \$10/90 day supply</b>
Heartguard Plus	For dogs, tablets, prices may vary*
Interceptor	For dogs, tablets, prices may vary*
PetTrust Plus	For dogs, tablets, prices may vary*

#### 3 Ways to Order

##### Order Online

Already a Pharmacy customer? Refill online, set up auto-refills or get FREE Home Delivery† and track your order status.

Refill your prescription now. [Sign In](#)

##### Pick Up In-Store

# Your competition has selection and price



My Store: No Store Selected | [Change Store](#) | [Find a Store](#)

What a

Welcome! To ensure that you see the most relevant content, please click here to set your Preferred Store.

X



[Sign In](#)

[Register](#)

## Pet Medications

**Did you know you can pick up many of your pet's medications in our pharmacy?**

There are hundreds of pet medications available - including brand names and \$4 generic options! All you have to do is bring in your pet's prescription to one of our pharmacists, and they'll be happy to fill your pet's medication.

To find out if there is a generic medication that might be right for your pet, just ask your veterinarian.

**\$4 generic medications are catnip for your wallet. Listed below are the most popular generic options.**

- Cephalexin 500 Mg Capsule
- Prednisone 5 Mg Tablet
- Enalapril Maleate 2.5 Mg Tab
- Fluoxetine 10 Mg Tablet
- Meloxicam 7.5 Mg Tablet
- Furosemide 20 Mg Tablet
- Cephalexin 250 Mg Capsule
- Enalapril Maleate 5 Mg Tablet
- Benazepril 5 Mg Tablet
- Fluoxetine 20 Mg Capsule
- Ciprofloxacin 500 Mg Tab
- Amoxicillin 500 Mg Capsule
- Enalapril Maleate 10 Mg Tab





# Your competition has selection and price

[Web](#) [Shopping](#) [Maps](#) [News](#) [Images](#) [More ▾](#) [Search tools](#)

About 763,000 results (0.41 seconds)

**Target : PetRx : Pet Meds**  
[www.target.com/pharmacy/petrx](http://www.target.com/pharmacy/petrx) ▾ Target Corporation ▾  
You already know how to fill or transfer your own prescriptions to **Target Pharmacy**. Now you can do the same for your **pet**. While the dosages may be different, ...

<b>Dog Medications</b> dog medications (sorted by disease state). This list just ...	<b>Dog Medications Listed ...</b> Dog medications listed alphabetically. Dog medications ...
<b>Dog Medications \$4 Generics</b> ALBUTEROL 2 MG/5 ML, Syrup, 120, 360, -, -, ALBUTEROL ...	<b>4 Generics</b> You are here: Target > pharmacy > petRx > \$4 Generics. pet ...
<b>Cat Medications</b> cat medications (sorted by disease state). This list just scratches the ...	<b>PetRx Locations</b> PetRx Locations. Select a state to see locations: AL; AR; CA; CT ...

[More results from target.com >](#)

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**Pet Meds Discount Pharmacy - Target**  
[www.freepetrxdiscountcard.com/target.asp](http://www.freepetrxdiscountcard.com/target.asp) ▾  
Pet Meds Discount Pharmacy - Target by Free Pet Rx Discount Card.

**\$4 Generic Meds For Pets | www.clarkhoward.com**  
[www.clarkhoward.com](http://www.clarkhoward.com) ▾ [Family & Lifestyle](#) ▾ Clark Howard ▾

# Speak Your Identity

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- WE are the experts, we know what's out there and here is what's best
- ELIMINATE inventory redundancy
- Carry name brands, not generics



## Speak Your Identity (cont'd)

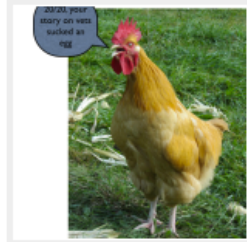
### Rules for Communication

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- LISTEN to the client and identify their needs
- Demonstrate that you understand and that you care
- Use direct, active language like 'I'm your Bingo's health care provider', 'I advise' and 'I recommend'  
NEVER 'it's up to you'

# Speak Your Identity (cont'd)

## Blogging



### 20/20 in Hindsight

by Bash Halow, CVPM, LVT There are only four of us in our tiny company, Brenda, Tiffany, Melinda and me. Collectively we spend more than one hundred hours a week working with dozens of veterinarians and veterinary professionals, all of whom are driven firstly by their interest in earnestly helping animals and their human companions. So, it's especially infuriating [...]

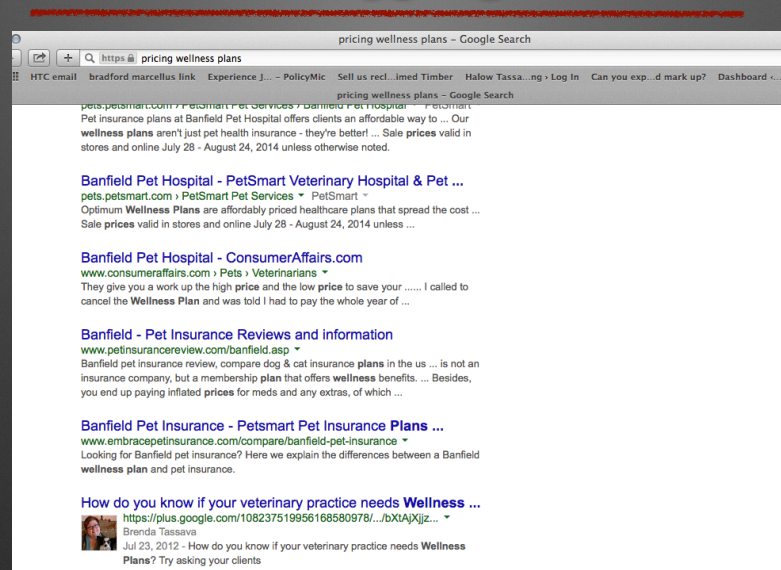


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Brenda

# Speak Your Identity (cont'd)

## Blogging



The screenshot shows a Google search results page for the query "pricing wellness plans". The browser's address bar shows the search URL. The search results include several entries:

- Pet insurance plans at Banfield Pet Hospital offers clients an affordable way to ...**  
Our **wellness plans** aren't just pet health insurance - they're better! ... Sale **prices** valid in stores and online July 28 - August 24, 2014 unless otherwise noted.
- Banfield Pet Hospital - PetSmart Veterinary Hospital & Pet ...**  
pets.petSMART.com > PetSmart Pet Services > PetSmart > ...  
Optimum **Wellness Plans** are affordably priced healthcare plans that spread the cost ...  
Sale **prices** valid in stores and online July 28 - August 24, 2014 unless ...
- Banfield Pet Hospital - ConsumerAffairs.com**  
www.consumeraffairs.com > Pets > Veterinarians > ...  
They give you a work up the high price and the low price to save your ..... I called to cancel the **Wellness Plan** and was told I had to pay the whole year of ...
- Banfield - Pet Insurance Reviews and information**  
www.petinsurancereview.com/banfield.asp > ...  
Banfield pet insurance review, compare dog & cat insurance **plans** in the us ... is not an insurance company, but a membership plan that offers **wellness** benefits. ... Besides, you end up paying inflated **prices** for meds and any extras, of which ...
- Banfield Pet Insurance - Petsmart Pet Insurance Plans ...**  
www.embracepetinsurance.com/compare/banfield-pet-insurance > ...  
Looking for Banfield pet insurance? Here we explain the differences between a Banfield **wellness plan** and pet insurance.
- How do you know if your veterinary practice needs **Wellness** ...**  
https://plus.google.com/108237519956168580978/.../bXIAjXjz... > ...  
Brenda Tassava  
Jul 23, 2012 - How do you know if your veterinary practice needs **Wellness Plans**? Try asking your clients



# Speak Your Identity (cont'd)

## Blogging

Search results for "flea products, easton maryland" on Google. The search bar shows the query and the Google logo. The results page indicates "About 16,200,000 results (0.61 seconds)".

**Bayer Advantage® II**  
www.petsmart.com/BayerAdvantageII/Cat -  
Advantage® II At PetSmart®- Protect Your Cat From Flea Infestations!  
10,000+ Pet Products ... Friendly Associates ... 1,000s of Store Locations  
9 28533 Marlboro Ave., Easton, MD - (410) 763-6548  
Flea - Immediate Relief      Flea Prevention  
Find a PetSmart®

**Advantage II on Sale**  
www.1800petmeds.com/Advantage\_II -  
4.6 ★★★★★ rating for 1800petmeds.com  
Same As The Vet, Only for Less. Fast, Free Delivery On Orders \$39+.  
Highest Possible Customer Service Rating – StellaService

**PetSmart in Easton, Maryland - Easton #1830 | Your local ...**  
stores.petsmart.com > ... > Maryland > Easton > PetSmart -  
PetSmart in Easton, Maryland - Easton #1830 is conveniently located at ... Easton ,  
Maryland 21601. ... Save 10% on dry dog & cat food + flea & tick products ...

**Flea Allergy - Community Animal Hospital in Easton MD ...**  
caheaston.com/articles\_search.php?category=4&id=151 -  
Flea allergy dermatitis (FAD) is probably the most common cause of skin problems in  
dogs and cats. ... Use caution when selecting a flea product for your cat.

**Insecticide Poisoning - Community Animal Hospital in ...**  
caheaston.com/articles\_search.php?category=18&id=34 -

# Speak Your Identity (cont'd) Blogging













Wednesday, November 27, 2013

Views: 496

## Referrers

People clicked links from these pages to get to your site.

2013-11-27

Referrer	Views
 Facebook	361
 peted4vetce.com	17
 Search Engines	15
 veterinarynews.dvm360.com	10
 halowtassava.com/htc-team/	3
 mail.yahoo.com	3
 linkedin.com	2
 htc1mile.com/preventative-veterinary-medicine-is-no...	2
 mail.google.com/mail/?ui=2&k=fba9c1f32f&view=lg&...	1
 halowtassavaconsulting.com/htc-team/brenda-tassav...	1
 vetlearn.com/practice-management/social-media-you...	1
 email05.secureserver.net/webmail.php?folder=INBOX...	1
<b>Total views referred by links to your blog</b>	<b>417</b>

## Top Posts & Pages

These posts on your site got the most traffic.

2013-11-27

Title	Views
20/20 In Hindsight	427
Possible Responses to Client Concerns Over the 20/20 Story	35
Home	6
About Us	5
HTC Team	4
VHMA Management Exchange	3
Brenda Tassava, CVPM, CVJ	3
Blog	2
Bash Halow, CVPM, LVT	2
Home page / Archives	1
What Keeps Your Clients Happy?	1
HSVMA Webinar	1
Speaking and Presentations	1
Online Presence	1
Tiffany Killion-Consalvo, CVPM	1
Consulting & Coaching	1
HTC Store	1
NAVC 2014	1

# Keep Blogging on Schedule

## A Publishing Calendar

HTC's 2014 SoMe Content Calendar	Blogging	Facebook	Twitter	Google+	Pinterest	LinkedIn	YouTube	Networking Opps
Week 1: 12/29-1/4	MD: "Client CARE Goals: New Clients for a New Year"	X	X	X				
Week 2: 1/5-1/11	Published Veterinary Career post by Bash & Leadership Meetings post by Brenda	X	X	X		X		
Week 3: 1/12-1/18	BT: "Your SoMe Content Calendar for the New Year"							
Week 4: 1/19-1/25	TC: "3 Inventory Strategies for 2014"	X	XXX	X	X	X		
Week 5: 1/26-2/1	JM: "4 Innovative Benefits to Consider in 2014"	X	XX	XX		X		J. Gillespie
Week 6: 2/2-2/8	MD: "Client CARE: The Smile Challenge"	X	XX	XX				
Week 7: 2/9-2/15	BH: "5 Cycle of Service Communication Tips for Technicians"							
Week 8: 2/16-2/22	BT: "8 Steps to a Great Leadership Team"							
Week 9: 2/23-3/1	TC: "Top 3 Technology Tips for Team Communication"	X	XX	X	X	X		
Week 10: 3/2-3/8	JM: "Tardiness: Breaking the Cycle"							
Week 11: 3/9-3/15	MD: "Client CARE: Conversations that Build Bonds"							
Week 12: 3/16-3/22	BH: "Write-Ups: What Are You Trying to Accomplish?"							
Week 13: 3/23-3/29	BT: "Kick-off Your SOC with a SoMe Marketing Plan"							
Week 14: 3/30-4/5	TC: "Your Quickbooks Monthly Checklist"							
Week 15: 4/6-4/12	JM: "Best 5 Ways to Give Feedback"							
Week 16: 4/13-4/19	MD: "Client CARE: Checklist Your Way to Team Success"							
Week 17: 4/20-4/26	BH: "Heartworm Compliance: The Harsh Realities of How the Profession is Doing"							
Week 18: 4/27-5/3	BT: "Workplace Culture: Take the Temperature of Your Practice Today"							
Week 19: 5/4-5/10	TC: "Quickbooks: What Goes in the COGS Category?"							
Week 20: 5/11-5/17	JM: "Staff Scheduling: Handling Summer Vacation Requests"							
Week 21: 5/18-5/24	MD: "Client CARE: The Dog Days of Summer and Keeping Your Cool"							
Week 22: 5/25-5/31	BH: "Anger in the Workplace: Have We Improved?"							
Week 23: 6/1-6/7	BT: "Finding Work-Life Balance During a Veterinary Practice's Busiest Season"							
Week 24: 6/8-6/14	TC: "Top 3 Things to Think About in a Self-Evaluation"							
Week 25: 6/15-6/21	JM: "Weighing the Pluses and Minuses of the 360 Review"							
Week 26: 6/22-6/28	MD: "Client CARE: Body Language that Sends the Right Message"							
Week 27: 6/29-7/5	BH: "Standards of Care: Are You Walking Your Talk?"							
Week 28: 7/6-7/12	BT: "Social Media Managers: Sample Job Description for Success"							

Get Competitive



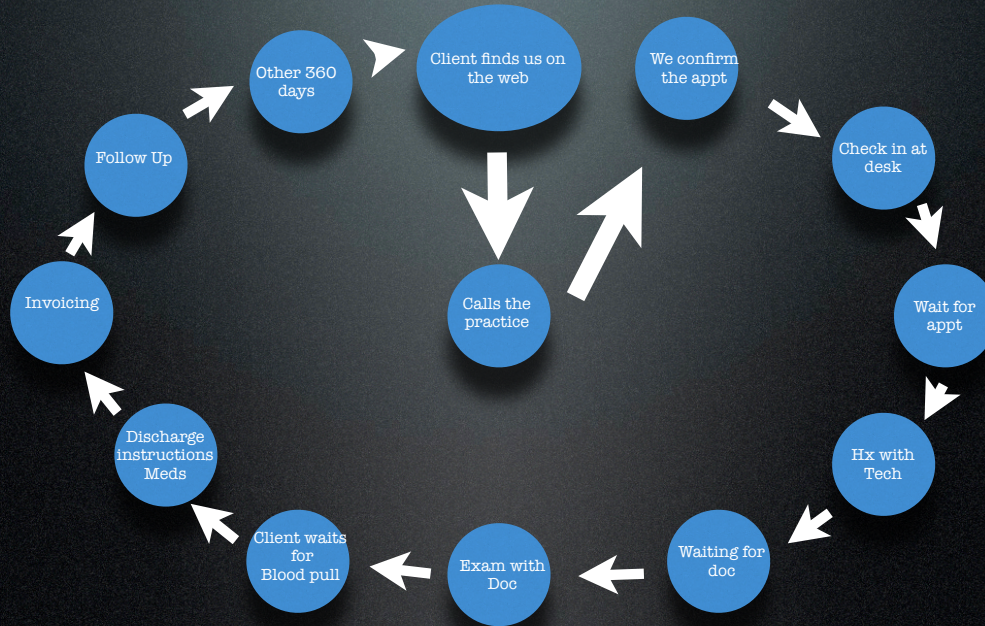
## Work as a Team

---

- You already provide great one-on-one service (most of the time). Now create a client service EXPERIENCE
- Meet as a TEAM
- Regularly Review the cycle of service



# Client Cycle of Service



## A Word About 'Teams'

---

- Require you to care and be invested
- Require you to walk your talk
- Require you to attract respect, not demand it
- Teams practice. So practice already

# Get Competitive

## Reminders

**Select  
Reminder  
Cards with  
MEANING**

**ABC Animal**

**Time for  
Fluffy's  
Shots!**





# REMIND people of your relationship with them

## Select Reminder Cards with MEANING



Breed-specific pet image

Introductory message  
125 characters

Healthcare reminders  
Maximum of 3 pets  
12 total services

Closing message  
125 characters

Client Portal message  
213 characters

Best Friends Animal Hospital  
3333 South Main St  
Suite 1000  
Anytown, US 55555  
555-987-0234  
www.bestfriendsah.com

**Special Reminder For:  
Buster, Jake and Ozzy**

\*\*\*\*\*TOP\*\*\*\*\* DIGIT 788  
4400J00000021000000000000 10/10/12  
Jennifer Johnson-Smith  
223 Main Street  
Apt. 55  
Anytown, US 55555

Dear Jennifer Johnson-Smith,  
Welcome, you're invited to your health. Our records indicate that the following important services are due for:  
 - Buster and Jake and Ozzy: due for their other services due  
 - DMLP and Care 3 Year Booster Checkup 1/15/12  
 - Medication, flea/hearting profile and dew tick-up due 6/12/12  
 - Feline/Canine and Invertebrate Resection due 1/12/12  
 - Jake and Ozzy Pet Portal: due for other services due  
 - PetSP 3 Year Booster Checkup 1/15/12  
 - Senior Care Checkup due 6/12/12  
 - Dental Cleaning and Polishing due 6/12/12  
 - Oxy and you Pet Portal: due for other services due  
 - DMLP and Care 3 Year Booster Checkup 1/15/12  
 Regular visits and quality nutrition help pets live longer, healthier lives. Please contact us for an appointment. Sincerely,  
 Best Friends Animal Hospital

Message Your Pet's Health Care  
Use your pet's profile page to get more about your pet's health care and communicate with us online. Getting started is easy! Visit our website and create a profile to log in with your telephone number.

PRESORT  
FIRST CLASS  
U.S. POSTAGE  
P&H  
PET PORTALS



# Get Competitive Newsletters

PET HEALTH NEWS COLUMNISTS OF

## Vetstreet Animal Hospital

FEBRUARY 2014  
100 Township Line Rd  
Franklin, PA 15057  
info@vetstreet.com

Having trouble viewing this email?  
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### 8 Plants That Are Poisonous to Cats and Dogs

[Learn More](#)

#### Put a Stop to These 5 Bad Dog Behaviors



Does your dog behave badly when you have guests over? We share training tips for teaching your unstable or nervous dog happy, calm and under control when friends drop by.

[The best ways to deal with a door dasher >](#)

#### You Can Train Your Cat to "Leave It"



While your cat isn't likely to eat just anything she comes across, she will graze on other small pets and household items if given the chance. Use patience and firmness to train your cat to ignore some bad-tasting products.

[Check out these training tips >](#)

#### Veterinarians Pick the Smartest Dog Breeds



Smart, your dog is probably at a million miles, but how intelligent is he? We surveyed more than 100 experts around the country to find out which dogs have the most smarts. Five bright breeds came out on top.

[Find out if your dog makes the grade >](#)



#### Is My Pet Sick or Just Getting Older?

We expect our cats and dogs to slow down as they age, but how much slowing down is too much? Dr. Amy Hohenstein explains what constitutes a "senior" pet and highlights some of the symptoms of illness that can easily be mistaken for normal aging.

[Be on the lookout for these signs >](#)



#### How Vets Treat Badly Broken Bones

Broken bones are relatively common in dogs, and repair is usually straightforward. Treating multiple broken bones, however, requires extensive surgery and sometimes calls for difficult decisions. Dr. Mary Ecker explains what's involved in assessing and repairing complex fractures, including the associated costs.

[When amputation might be necessary >](#)

#### Pet Portal Tip of the Month

Do you know your pet's microchip number? Your Pet Portal allows you to store your pet's identification and other important information for easy access when you need it. Navigate to "My Pet" in your profile, select your pet's name, and choose "Pet Profile." Scroll to the bottom of this page, where you can find links of important information, including the pet's microchip number, collar ID number, AKC registration number, registered name, and more.



[Log in now to keep this important information handy! >](#)

The newsletter is published by Vetstreet, 100 Township Line Road, Franklin, PA 15057  
an affiliate of Vetstreet Animal Hospital  
Contact Us



# Newsletters Work



## Get Competitive (cont'd)

Customized Marketing  
Materials

Brenda

Your practice's  
Standard of Care

Your preferred  
products

Your practice  
colors  
logo and name

#### For Your Puppy

- First DHPP at 8 weeks, then DHPP with Lepto boosters at 12 and 16 weeks
- First Rabies vaccine at 12 weeks, then booster annually
- Check stool sample and deworm as needed
- Start Heartworm/Flea protection
- Spay or neuter at 6 months of age
- Ask us about MICROCHIPPING your pet today!

Protect your dog from heartworm disease, fleas, and intestinal parasites with Heartgard Plus and Flea Prevention!



## Your Dog's Plan for Lifelong Health



**Annual Wellness Exams** up to 8 years of age, then every 6 months

**DHPP and Rabies vaccines** every 3 years, after age 1

**Leptospirosis vaccine** annually

**Bordetella vaccine** is given annually if needed, or every 6 months based on risk

**Annual blood parasite screening** for heartworm and tick borne illnesses

**Check a stool sample** annually to protect your dog AND your family

**Wellness Bloodwork and a Urinalysis** are recommended annually, and then every 6 months on geriatric patients

**Oral exams** are performed for dental health are performed at every **Wellness Exam** visit

CHARTIERS ANIMAL HOSPITAL



## Get Competitive:

### Start the day with a huddle

- Review all charts of all incoming patients prior to the start of the day
- Look for compliance opportunity
- Team will appear more cohesive
- Team will function better

Brenda

## Get Competitive: close the deal on recommendations

- Puppy and Kitten kits should discuss specific products and services
- Hyperlink recommendations to online store
- Written versions should have qr codes that direct client to online pharmacy or video

Brenda



## Dr. Lori's Healthy Paws Puppy Picks



Here is the gentle leader I talked about in our exam. [Click here](#) for a video on how to put a gentle leader on your dog and to [purchase](#)



All dogs require regular toothbrushing. Please [purchase](#) this toothbrush and paste, then [click here](#) for a video on how to brush your dog's teeth



As we talked about in the exam. Veterinary food choices can be confusing. Here is the food I want you to feed your new puppy. [Click to purchase \(free shipping!\)](#)



If we talked about trimming your own pet's nails, I want you to [buy](#) these trimmers for dogs that are expected to grow 18 pounds or more. [Click here](#) for a tutorial on how to clip your pet's nails



My associates and I have researched all the flea products on the market. We want all of our dogs on Activyl for our area and for the parasites we see on pets. [Click here to purchase](#)

## Get Competitive (cont'd)

### Reflect on how you communicate to clients

Don't underestimate the need to train how  
to sell

Acknowledge that you care and  
understand, connect recommendations to  
need, and agree to move forward

Script writing sessions work!

Brenda

## Get Competitive

### Say it Right

Flea Prevention: Are you interested in trying a new flea product?

Doctor Brody is going to talk about the new flea product that he is advising all of our clients to switch to. It's not a messy application; it's a treat and it's more effective than one that you are using.

Brenda



## Get Competitive

### Say it Right

Flea Prevention: Do you have enough flea preventative?

Did Linda tell you about the great promotion we currently have for on our new product, NexGard?

Brenda



## Get Competitive

### Say it Right

How did I do? “Have I answered all of your questions?”

We talked about HW prevention, wellness blood screens and our home delivery option. I’m going to send you an email about each of these topics. Is there anything else you’ll require?

Brenda

## Get Competitive

### Say it Right

PreSurgical Bloods: Presurgical Bloods are optional. Is that something you want to do today?

Most importantly, the estimate includes a presurgical blood profile that alerts us to any organ dysfunction that could compromise Rye's wellbeing during anesthesia

Brenda



# Summary

- Know your identity
- Look and live your identity
- Speak your identity
- Have a game plan to maintain competitiveness

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Brenda

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[www.halowconsulting.blogspot.com](http://www.halowconsulting.blogspot.com)



Questions?