5 Ways to Use Your Practice Phone & Increase Client Visits

Outstanding Pet Care

Brought to you by
LAURA LAAMAN & ASSOCIATES
HELPFUL HOUSEKEEPING HINTS

- Please turn cell phones to vibrate or off.

- Speak loudly so that the group can hear you.

- Network and meet lots of new great people today!
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About Laura Laaman

- Top-selling Published Author
- Syndicated Columnist--Millions Read Laura’s Weekly Business Columns
- Top Consultant for 24 years
- Leading Authority On Pet Care Sales, Customer Service and Management
- Proven to Substantially Increase Pet Care Facilities and Veterinary Practices Sales and Profits across the US
FACT!

- Average to Above Average Income-bracketed People Want Exceptional Care And Pampering For Their Pets.
Key Questions

- Has Your Business Changed?
- Have Your Customers Changed?
- How Important is the Way Your Telephone is Answered to the Overall Success of Your Business?
- Who is Answering the Phone? How Well are They Trained?
- How Much do You Spend on Marketing Annually?
- Has Your Segment of the Market Been Growing or Decreasing in the Past Few Years?
# How Much Does This Missed Opportunity Cost You?

## Clients Are Down

<table>
<thead>
<tr>
<th></th>
<th>2008</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Clients</td>
<td>1,215</td>
<td>1,185</td>
<td>N/A</td>
<td>1,005</td>
<td>N/A</td>
<td>990</td>
</tr>
<tr>
<td>New Clients</td>
<td>262</td>
<td>243</td>
<td>N/A</td>
<td>198</td>
<td>N/A</td>
<td>221</td>
</tr>
<tr>
<td>Active Patients</td>
<td>1,909</td>
<td>1,985</td>
<td>N/A</td>
<td>1,544</td>
<td>N/A</td>
<td>1,445</td>
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<tr>
<td>New Patients</td>
<td>476</td>
<td>415</td>
<td>N/A</td>
<td>357</td>
<td>N/A</td>
<td>381</td>
</tr>
</tbody>
</table>

**Clients Down 19% Since 2008**  
**Patients Down 24% Since 2008**
How Much Does This Missed Opportunity Cost You?

<table>
<thead>
<tr>
<th>How Much is that Phone Call Worth on Average?</th>
<th>2013</th>
<th>Yours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Active Clients</td>
<td></td>
<td>990</td>
</tr>
<tr>
<td>New Clients</td>
<td></td>
<td>221</td>
</tr>
<tr>
<td>Avg Client Retention (Years)</td>
<td></td>
<td>4.5</td>
</tr>
<tr>
<td>ATF (Doctor Provided)</td>
<td></td>
<td>$173</td>
</tr>
<tr>
<td>Transactions (Doctor Provided)</td>
<td></td>
<td>3,082</td>
</tr>
<tr>
<td>Avg Transaction (Doctor Provided) per Client per Year</td>
<td></td>
<td>3.1</td>
</tr>
<tr>
<td>Avg Doctor Provided Revenue per Client per Year</td>
<td></td>
<td>$536</td>
</tr>
</tbody>
</table>
## How Much Does This Missed Opportunity Cost You?

### How Much is that Phone Call Worth on Average?

<table>
<thead>
<tr>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>ATF (Non-Doctor Provided)</td>
<td>$58</td>
</tr>
<tr>
<td>Transactions (Non-Doctor Provided)</td>
<td>2,323</td>
</tr>
<tr>
<td>Avg Transactions (Non-Doctor Provided) per Client per Year</td>
<td>2.3</td>
</tr>
<tr>
<td>Avg Non-Doctor Revenue per Client per Year</td>
<td>$133</td>
</tr>
<tr>
<td>Avg Total Revenue per Client per Year</td>
<td>$670</td>
</tr>
<tr>
<td>Avg Client Relationship Lifetime</td>
<td>4.5</td>
</tr>
<tr>
<td><strong>Average Total Lifetime Value of Client</strong></td>
<td>$3,015</td>
</tr>
</tbody>
</table>
How Much Does This Missed Opportunity Cost You?

How Much Could That Phone Call Be Worth?  
Don’t Send These Clients to Your Competition

<table>
<thead>
<tr>
<th></th>
<th>5</th>
<th>10</th>
<th>20</th>
<th>25</th>
</tr>
</thead>
<tbody>
<tr>
<td>Client Lifetime (Hypothetical Client)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ATF (Hypothetical Client)</td>
<td>$180</td>
<td>$180</td>
<td>$180</td>
<td>$180</td>
</tr>
<tr>
<td>Average Transactions per Year (Benchmarks 2011)</td>
<td>5.5</td>
<td>5.5</td>
<td>5.5</td>
<td>5.5</td>
</tr>
<tr>
<td>Total Lifetime Value (Rounded)</td>
<td>$5,000</td>
<td>$10,000</td>
<td>$20,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>
COMPETITION
COMPEITION
Competition

The Optimum Tail Wagging Plan

A healthy pet is a happy pet. That's why we created Optimum Wellness Plans: our one-of-a-kind, proactive pet care designed to help keep your pet healthier and happier, for as long as possible.

Free Office Visit & Consultation
Includes physical exam. Fees apply for additional services. Cannot apply towards wellness plan membership fee. Coupon not valid with other offers. One coupon per person. New clients only for first pet. Reduced office visit fee for additional pets at same visit. Valid for dogs and cats only at participating locations. ASSOCIATES: Please select 'Free Office Visit-PetSmart Circular' when redeeming this coupon.

For Florida residents, the patient and any other person responsible for payment has a right to refuse to pay, cancel payment or be reimbursed for payment for any other service, examination or treatment which is performed as a result of and within 72 hours of responding to the advertisement for the fee, discounted or reduced fee service, examination or treatment. For Nebraska residents: Veterinary services provided by Kathleen Willier, DVM, John Timmon, DVM, Jennifer Sokol, DVM, and Steve White, DVM. For New Jersey residents: Veterinary services provided by Lenny Camiello, DVM, Maureen Kubitz, DVM, Marc Weisman, DVM, and Mila Frezzo, DVM. For Massachusetts residents: Veterinary services provided by Daniel Massa, DVM, Jonathan Augusto, DVM, Stephen Messac, DVM, and Dawn Friedman, DVM.
1. **Have a Monthly, New Client Goal**
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- Set a Monthly New Client Acquisition Goal.
- ‘*You Can’t Expect What You Don’t Inspect.*’
- Set a Clear, Objective, Measurable Goal.
- Attract and Convert New Clients.
- A Good Goal is Neither too Aggressive, nor too Conservative.
- Overly Aggressive Goals can be Counter-Productive.
- A Good Goal is Both Realistically Achievable and a Stretch that Will Require Significant Effort.
1. **Have a Monthly, New Client Goal**

- After Setting a Great goal:
  - Write it Down and Communicate it to your Team
  - Visually Post Goals and Results
  - Thermometer Type Goals Chart that Allows You to Show Progress
  - A Good Goal is Neither too Aggressive, nor too Conservative
  - Hold Everyone Accountable
  - Increase Attention and Small Collective/Individual Rewards
1. Have A Monthly, New Client Goal

- **Measure**
  - How Many New Client Inquiries Does Your Practice Receive Each Day, Week and Month?
  - Your Phone Conversion Ratio is New Inquiries Divided by the Amount of New Appointments.
2. CREATE A COMPLETE FILE PRIOR TO GIVING PRICE OR AVAILABILITY
2. **CREATE A COMPLETE FILE PRIOR TO GIVING PRICE OR AVAILABILITY**

- One of the Most Important Ways to Grow Your Practice.
- Reasons to Gather Prospective Client Information Prior to Giving Price or Availability:
  - For Future Client Contact
  - In Case You Get Disconnected
  - To Grow Your Database
  - Send Special Offers & Update Clients, Whether they Book on the First Call or Not
  - To Allow Personalization of the Conversation
2. CREATE A COMPLETE FILE PRIOR TO GIVING PRICE OR AVAILABILITY

- Simply Instructing Your Phone Team to Implement this Strategy is Rarely Enough to Establish a Habit.
- It’s Much Easier to Simply Reactively Answer Questions and Get Off the Phone.
- Every Time Your Staff Handles a New Client Inquiry Reactively, it Potentially Costs Your Practice Thousands of Dollars in Lifetime Revenue.
3. Positively Promote the Superiorities of your Practice to Prospective Callers
3. **Positively Promote the Superiorities of Your Practice to Prospective Callers**

- American Consumers Don’t Understand What Differentiates a Quality Veterinarian Practice.
- Prospective Clients Know How to Ask for Price and Availability.
- Your Job is to Tell Them What They Should Care About and Why They Should Choose Your Practice.
- Take the Opportunity to Build Additional Trust and Respect.
- How You Answer the Phone Reflects the Type of Care You Provide, in the Client’s Mind.
- Training and Friendly Control are Key
3. **Positively Promote the Superiorities of Your Practice to Prospective Callers**

- Do You Offer the Same Quality of Service as Your Competitors in any/all of the Following Areas:
  - Education, Specific Training and/or On-going Training
  - Different Services You Offer
  - Depth of Technology or Expertise Your Practice Offers
  - Caring Manner
  - Hours

- If You Offer Superior Service or Care, it’s Important to Communicate to Clients on the First Phone Call.

- It’s the Practices Responsibility to Provide Prospective Clients Reasons to Book an Appointment with Your Practice and not Your Competition.
3. POSITIVELY PROMOTE THE SUPERIORITIES OF YOUR PRACTICE TO PROSPECTIVE CALLERS

- Some of the Golden Rules to Building a Practice’s Effective Phone Script are:
  - **Concise**- 8-12 Important Points
  - **Compelling**- What are the Most Important Elements (Psychologically, Technically, Logically…) that Prospective Clients Need to Hear?
  - **Competitive**- What Differentiates You from other Practices, Especially Low Cost Providers?
  - **Comprehensive**- This is Your Chance to Shine, Your Practice’s Mini-commercial
  - **Customized**- Some Minor Customization will Make the Prospective Client Feel Like You are Having a Conversation, not Just Going Through the Motions.
4. Set the Appointment
4. Set the Appointment

- It’s Important Each Practice Team Member is Trained to Set and Secure the Appointment, not Just Provide Information.
- The Practice Must Provide Clarified and Quantified Expectations from Management and the Tools Necessary to Ensure Success.
- You Need the Right Type of Questions and Avoiding Submissive Questions, i.e., “Do You Want to Set an Appointment?”
5. **Only Allow Staff who have Demonstrated Success on the Phone to Take New Client Calls**
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- Who is Good at Converting New Inquiries into Appointments?
- Quality Control
- Record and Listen to Calls on a Regular Basis.
- This Practice is as Important as Making Sure Your Bank Account Balances.
- If the Phones are not Handled Properly, Your Practice will Likely Struggle.
- Initial and On-going Coaching is Essential for Effectiveness and Success.
If you are interested in a comprehensive phone evaluation, please fill out the pink card
THANK YOU!

LAURA LAAMAN & ASSOCIATES
Proven to Help Progressive Companies SELL MORE

LAURAL@LAURALAAMAN.COM