



# Create Raving Fans With Your Clients

Tracy Dowdy, CVPM  
Management Resource Group  
704 Cabernet Court  
Grapevine, Texas 76051  
817.966.9369  
[tdowdy@mrgconsult.com](mailto:tdowdy@mrgconsult.com)  
[www.mrgconsult.com](http://www.mrgconsult.com)

# Where Do New Clients Come From?

- 51% Referrals
- 45% Location
- 7% Yellow Pages
- 2% Road Sign
- 1% Newspaper Ad
- 1% Direct Mail

# How Do You Create Referrals?

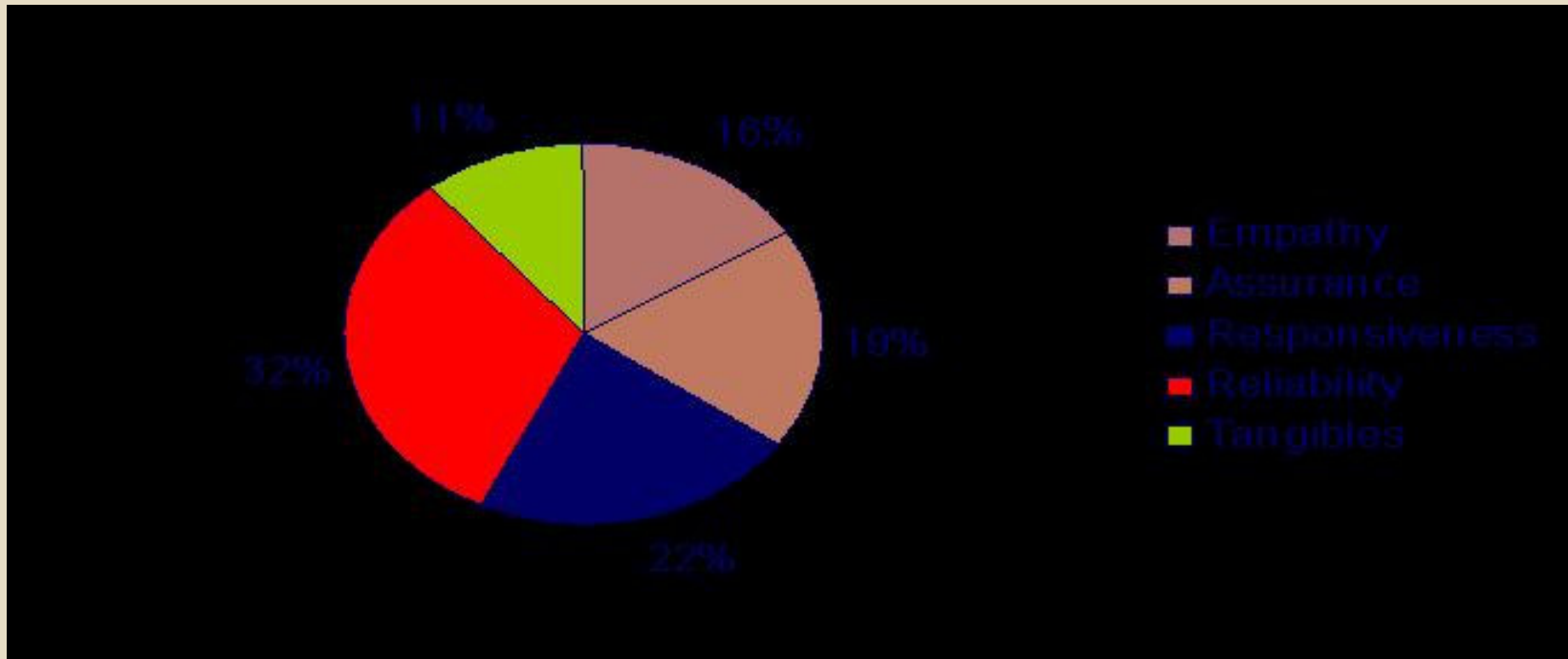
- By giving your clients exceptional experiences every time they come into your practice.



# Pop Quiz--Which is Most Important to a Client?

- Tangibles – appearance of facility
- Reliability – ability to perform what is promised
- Responsiveness – willingness to help
- Assurance – knowledge and courtesy
- Empathy – caring, individualized attention

# “SERVQUAL” Research Results



# Ritz Carlton Experience



# Top Ten Ways to Turn Clients Into Raving Fans



# Set and Train Your Team to Standards

- Standards creates consistency in the service being provided
- Standards creates exceptional experiences for your clients





# Under Promise and Over Deliver



- Deliver what you said you would and more!
- People expect you to deliver results.
- Surprise them by also going the extra mile over and over again.

# Go The Extra Mile

- Train your staff to introduce themselves to every new client.
- Send a thank you note to your client for choosing you to care for their pets
- Take a digital picture of all of your patients & insert it on all handouts given to your clients



# Go The Extra Mile

- Provide refreshments for all your clients while they are waiting
- Give out chocolate to clients at the time of check out



# Celebrate the Bond



- Keep your clients informed about their pet's health needs.
- Post picture of your client's pets on the walls of your practice & website

# Follow Up, Follow Up, Follow Up

- Never make the client call you regarding the status of their pet
- Always be proactive in calling the client after all procedures & visits to your practice
- Implement the 3 “R” system



# Enjoy a Cup of Coffee with Fido

- **City Pet Supply in Dallas, Texas**
- **\$1 million bet that pet owners want to enjoy a cup of joe in the company of their pets.**
- **Includes a coffeehouse, pet food bar with holistic food and a store with hard-to-find pet accessories.**



# Luxury Boarding

- Doggie Day Care
- Spa Services
- Yappy Hour
- Additional boarding services
- Report cards



# Comfort Room

- A quiet place for clients to go with their pet
- A consultation room





# Home Delivery



- Prescription medications
- Maintenance and prescription diets

# Hours of Operation

- Are your hours convenient for your clients?



# Survey Your Clients

- Phone calls after their visit
- New client postcards mailed
- Annual client surveys sent to all active clients



# When You Have Satisfied Clients, They Will Buy More and More From You



- They have already experienced you, your services/products and your quality of service so the decision process is so much easier for them.

# When You Have Satisfied Clients, They Will Become Your Walking, Talking Billboards

- They believe in you and your services/products so much so that they voluntarily tell others about you.



# Teach Your Team to Develop Relationships with Your Clients

- Be someone that they really enjoy as a person



# Differentiation Does Not Have To Be Difficult

- Systems that build a healthcare team focused on exceptional client service who can demonstrate and communicate their level of commitment are different than most veterinary practices.
- Can the healthcare team state in 1 or 2 simple short sentences what makes them different than other practices?

# Verbal Differentiation

- “My name is Joe, please take the time to come by our practice at any time and tour our facility. I think you will find we have great hospital and staff.”
- “I think our doctors are great. They truly care and spend time with our clients.”
- “We want be your pets best friend and your other *family* doctor.”
- “May I mail you some information about our hospital?”



# Do The Unexpected Again and Again



- Empower your team to go the extra mile with your clients

# Thank You!

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