



No or Low Cost Value- Add Ideas

The following are just a few ideas for no cost or minimal cost suggestions to show added value to your clients:

- Sitting with a client is perceived more valuable than standing.
- Explain the step-by-step process while examining the patient. It looks like you are simply petting the patient otherwise.
- What is your curb appeal? Go through your front door and see what your first impression is to your client. Some fresh flowers or clean flower pots/beds can make a big difference.
- Offer downloadable forms on your website so your clients can print them prior to their visit.
- Reduce wait time - 1 minute equals 4 minutes to a client- do you have a video playing in your lobby?
- Become an expert and write articles for a local newspaper or advice on a local radio station.
- Embrace Social Media, get testimonials of your clients as they leave and post on YouTube.
- Have an on-line competition- "Why my dog/cat needs to have their teeth cleaned." (Surprise- your clients will sell themselves on the need).
- Send birthday emails to your patients.
- Give a "Bravery Certificate" when your patient overcomes a major surgery or treatment.
- Send digital photos of your patient when they come out of recovery to your client.
- If you are a 24 hour clinic, send photos at 3 a.m. to your clients of their pets as a status report.
- Take photos of various procedures to show a client the step-by-step process to better understand what will happen to their pet and put in a digital picture frame, iPad, laptop or make color copies for a notebook.

Please share your ideas and what works in your practice.

Send your ideas and suggestions to:
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