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Knowledge & Coaching = Empowerment

Consulting Coaching Valuations Negotiations Purchase/Sale

ELEVEN STEPS TO IMPROVING CLIENT PERCEPTION

1. Bright, clear and visible signage is an excellent introduction to your practice.
2. Clear the parking lot of debris, especially the kind created by pets.
3. A bright and clean reception area invites clients to your practice.
4. Immediately repair loose floor tiles and replace water-damaged ceiling tiles. Mount posters and art in frames.
5. Establish eye contact with clients and introduce yourself to the client and pet.
6. Inform and educate clients. Provide hand out material, create photomurals, explain everything, step by step.
7. Dress to impress. Look professional and wear nametag to includes your position.
8. Encourage clinic tours of your clean and orderly practice from front to back.
9. Establish clear appointment times and communicate with clients.
10. Maintain communication with clients, particularly following surgery and post-operative check ups and monitoring.
11. Make quotations a minimum requirement, and clearly explain all charges, all the while demonstrating the value of care provided.

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