

BUILDING **A**

V E T E R I N A R I A N

REFERRAL

SYSTEM

STEP 1: OVERCOMING FEAR

- Write down your fear/fears about what you are about to do.
- Visualize what WILL happen when you put in the time and do the work.
- Analyze the worst case scenario.
- You've got this!

STEP 4: FOLLOWING UP

- Make sure your clients are telling their Vets how good of a job you are doing.
- Fax the clinic training logs to let them know how each dog is progressing.
- Follow up with each clinic once per month to make yourself known. Bring cards incase they need any!
- Ask if you can help them with anything. Be of service.
- You've got this!

STEP 3.2: PLANNING AND PREPPING.

- Are you an in-home trainer? That's a huge selling feature!
- Take 20 minutes to educate them on something fun and interactive. Involve everyone.
- Take a Q and A time. You will have questions!
- Bring in a well trained dog or two as you finish up.
- Give them cards, they will likely ask you for cards.
- The lunch and learn is the easy part! Have fun!

STEP 3.1: PLANNING AND PREPPING.

- What to cover:
- Who are you.
- What company do you work for / own.
- What training methods do you use.
- What are your program prices?

STEP 3.0: PLANNING AND PREPPING.

- Decide on a topic. What are you most passionate about?
- Maybe they will want you to educate their clients instead of their staff. Be open to that.
- Write down a little step by step list of things you want to cover.

STEP 2.2: BOOK THE LUNCH AND LEARN CONTINUED.

- Drop in 3: Full branding, Have fun with the dog, let them ask you who you are. Stick around and chat.
- Drop in 4: Full branding, ask for the lunch and learn.
- Remember to write down staff members names.
- Be sure to meet the office manager, if he/she is not on site, get his/her name and phone number.
- You've got this!

STEP 2.1: BOOK THE LUNCH AND LEARN.

- Get access to a client's dog, preferably a puppy.
- Drop by each clinic 4 times before asking for the lunch and learn.
- Drop in 1: No branding, just have fun with the dog.
- Drop in 2: Some branding, have fun with the dog.

To whom this may concern,

My name is _____, I am a professional dog trainer with _____. We are a professional dog training service based in _____.

I would like to extend an invitation to you and your staff for an aggressive dog handling lunch and learn seminar. The seminar will provide your staff with quality information on how to best address problems with aggressive dogs in the clinic. Typically this seminar will take one hour. It can be scheduled during your lunch hour, before opening or after closing, so as to not interfere with regular business. The seminar is free of charge. We provide food and drinks.

We train the majority of the dog and human aggressive dogs in _____. We are very passionate about educating professionals on the different methods used around the world in dog training and rehabilitation. It is my personal goal to offer practical application in dealing with such dogs safely. If desired we can also work together to create a system of procedures for safety in the clinic if you do not already have one in place.

Best regards,

Enter you name and contact information here.

