

ANSWERING THE CALL FOR ITCHY DOGS— THEY’RE COUNTING ON US

Every phone call presents an opportunity to demonstrate great client service. In order to provide itchy dogs with the relief they need and help protect the bonds that matter most, an exam is necessary.

Recognize and validate the client’s concern about their itchy dog:

“Mrs Smith, I know we both want relief for Max as soon as possible.”

Ask all clients with itchy dogs to schedule an appointment:

“Let’s get Max scheduled for Dr Green’s first available appointment so we can find out why he is so itchy.”

If the client objects to coming in for an appointment:

“There are several causes of itch, and the exam will help us to find the reason behind the itch and provide proper treatment for Max.”

If the client asks for a solution over the phone:

“I wish I could provide helpful advice to you over the phone; however, an exam is necessary. Over-the-counter products are rarely effective for itch, and they might represent just one part of a potential treatment plan. Without seeing Max, we cannot make a proper determination of the best approach to his care, and we run the risk of delaying relief. We really want to get to the root cause of Max’s itch as soon as possible.”

PRACTICE TALKING POINTS

[When booking appointments, consider communicating the duration of exams with pet owners to help set expectations.]