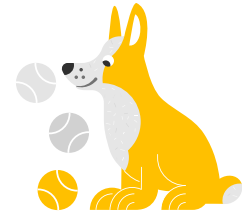


WEEKLY THEME – programmes and ongoing support

Introduction – why programmes and ongoing support?



“Long term support, for less stress and a consistent income”

Are you fed up with cases left unfinished or spaces left to fill in your diary?

Are you a dog walker that is spending time trying to fit that ad hoc walk in?

Do you constantly feel you are chasing that client to book another one to one?

If this sounds like you then, something has got to change...

Support is all about not only helping your client to succeed but also be there for them in the future.

However, it is easy to try and over deliver in the first session, but this can lead to the client being overwhelmed.

- The session is not focused
- You try to cover too much
- You increase the criteria too quickly

What is a programme?

In a nutshell programme is like packages, minus the deals or discounts (in my opinion) OR think of it as more than an hour of your time.

Set sessions, check ins, over a longer period, a gradual process.

It's about learning. Yes, mini wins are great, but the client needs to be educated that longer term results, don't happen overnight.

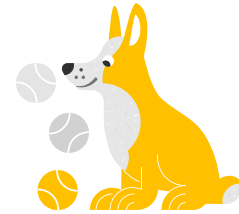
If you are a dog walker you may feel they don't see you as an ongoing regular service but more as a convenience for when they need you.

Be transparent

We need to start being transparent to our clients about the importance of long-term support and that quick fixes rarely help. That means a consistent slot so that dog can get the most out of your walking service. Not just about the sessions.

That mean ongoing sessions in a combo with regular check ins - from you AND the owner.

If you offer a product, you also need to think about ongoing support - yes products so support owners, think the owner who once bought a lead and now needs a harness.



If you are a pet sitter - think regular bookings and potential ongoing seasonal work

Dog groomers - could you have a membership or regular slots?

For me my breakthrough came when I offered programmes - a support programme for my pet owner clients and of course my pet professional clients too. In fact, it doesn't matter what industry you are in - support is an ongoing process.

Programmes WORK. It worked for me and changed my whole way of thinking. It brought more money, more client motivation and time.

Steps to success

My process has several steps that help follow the client on their journey. From the initial telephone discovery call, vet referral (if behavioural), questionnaires, history taking to a pre-assessment email

Don't try to achieve everything in the first session alone, the owner needs time, bite size learning. Even if you are a dog walker or sell a product think about the long term, consistency. How can you get them to buy further products or invest in your services 4 times a day rather than 2?

Your clients will be appreciative of your ongoing support.

You will have limited space in your diary.

No stress of worrying when the next client will contact you.

Consistent cash flow.

A waiting list.

All the above are in your reach. Know your process, inside out and ensure if you take on a new client you can offer them long term support.

Not a 10-page report on their desk. Support them long term!

*** Programmes work for most pet services so please adapt this theme to your service ***

