



Making The Sale
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What Is Making The Sale About?

Getting to the right people

Converting inquiries into sales

Understanding the factors that influence both



Conversion Rates

Assessing Your Conversion Rate

Example 1:

- Trainer converting 75% of clients from source A
- Averaging 20 minutes per conversation
- Making an average of \$100 per conversion

Example 2:

- Trainer converting 25% of clients from source B
- Averaging 20 minutes per conversation
- Making an average of \$1,500 per conversion



**Poor Conversion Rates:
The Usual Suspects**

Poorly Targeted Marketing

The Wrong Rates

Putting Up Unintended Barriers

Sales Approach



**Poor Conversion Rates:
The Usual Suspects**

Poorly Targeted Marketing

Undefined audience

- Can't be all dog owners
- Target your marketing to the right clients for you
 - Geographical area
 - Sub-culture groups



**Poor Conversion Rates:
The Usual Suspects**

Poorly Targeted Marketing

Wrong message for your intended audience

- Relationships vs. solutions
 - In your marketing
 - In your sales conversations



**Poor Conversion Rates:
The Usual Suspects**

Poorly Targeted Marketing

Right message, wrong location

- A great newsletter placed in the wrong vet offices



**Poor Conversion Rates:
The Usual Suspects**

Poorly Targeted Marketing

Help clients self-screen

- Include rates on your website
- Clear marketing message– what you do (benefits!), and who you do it for
- Clear service details and how to get started



**Poor Conversion Rates:
The Usual Suspects**

The Wrong Rates

No, you're not charging too much

Rates are part of your marketing message

Low rates bring lots of interest, but little business = low conversion rate



**Poor Conversion Rates:
The Usual Suspects**

Putting Up Unintended Barriers

Online contact forms

- Do away with these or make them optional
- Use a live email link
- Include your phone number



**Poor Conversion Rates:
The Usual Suspects**

Putting Up Unintended Barriers

Long intake forms

- Don't require clients to fill out forms ahead

Never ask clients to jump through hoops for you



**Poor Conversion Rates:
The Usual Suspects**

Putting Up Unintended Barriers

Confusing website

- Information should be easily accessible and logically organized
- To clients, behavior and training are the same thing
- Put prices on service pages
- Contact information should be readily available on every page



**Poor Conversion Rates:
The Usual Suspects**

Putting Up Unintended Barriers

No way to pay

- Set yourself up to accept credit cards
- Offer payment plans for large packages

Make it easy for clients to say yes



**Poor Conversion Rates:
The Usual Suspects**

Putting Up Unintended Barriers

Complicated rate cards

- Too many choices will result in no choice
- Forego the distinction between behavior & training

Make it easy for clients to say yes



Sales Approach

Selling Doesn't Have To Be Uncomfortable

Successful selling requires a perspective shift

- It's not a job interview
- You have valuable services to offer
- They contacted YOU

Don't be afraid to tell them what you can do, how you can help– they want to know

Remember you can't help them if you don't sell to them



Phone Screening & Initial Consults

Screening Tips

- Screen the dog and the client
- Set clear guidelines for yourself
- Remember the R+ approach - it works with people, too



Phone Screening & Initial Consults

Don't Be Afraid To Lose The Client

- It doesn't have to be a personal rejection; it may not be the right match
- Don't be tempted to lower prices or make compromises



Phone Screening & Initial Consults

Set The Tone

- Lead the conversation
- Be confident with your recommendations - you're the professional
- Don't give in if clients throw up road blocks



Phone Screening & Initial Consults

Handling The Question: How Much Do You Charge?

Pre-empt the question when possible
 Give a straightforward answer, then move on
 Don't leave space for comment or discussion of rates



Phone Screening & Initial Consults

When They Say No

Be gracious
 Don't back track

- don't offer discounts, change policies, etc.
- sends a message of doubt or desperation

Confidence and professionalism lead to better sales, and respect from clients



Before The Initial Consult

Selling On The Phone

Your goal is to sell the initial consult
 Avoid giving free advice over the phone
 The longer you're on the phone, the less likely the sale



Before The Initial Consult

Using The Phone Screen Form

Collect just the information you need:

- To decide whether or not to take the case
- To prepare



Making The Sale

The Steps Of A Phone Screen

1. Take control and set the tone
2. Interrupt stories to ask questions
3. Empathize and reassure
4. Offer services & pre-empt cost discussions
5. Make appointment
6. Set expectations for initial consult



Making The Sale

Selling On The Phone

1. Take control and set the tone
 - What led you to call a trainer today?*

What is your dog doing or not doing that is causing you concern?



Making The Sale
Selling On The Phone

2. Interrupt stories to ask questions

- Do not conduct a full assessment interview over the phone
- Gather only the information you need to decide whether to take the case and to prepare for the initial consult



Making The Sale
Selling On The Phone

3. Empathize and reassure

Show your clients that you are hearing them

"That must be terribly frustrating. I'm glad you called as these sorts of issues can often be addressed very effectively."

Or

"Barking can be very stressful. Fortunately it is also something that can be changed."

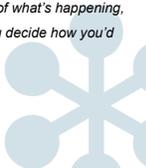


Making The Sale
Selling On The Phone

4. Offer your services and talk turkey

- Answer questions about money before they're asked
- Keep talking, don't wait to hear their response to your fees

"I would be happy to help. We'll need to start with an initial consultation, which is \$___. The initial consult allows us to get to the bottom of what's happening, make a clear assessment, consider options, and help you decide how you'd like to proceed."



Making The Sale
Selling On The Phone

5. Make an appointment

- Don't wait to be asked— bring conversation to the point of sale
"I have some availability next week, would you like to get started?"
- If they say yes, schedule the initial consult & set expectations for it
- If they say no, let them off the hook, then follow up
"This is a big decision, so take your time. I'll check with you in the next few days to see if you have additional questions, and feel free to call me as well."



Making The Sale
Selling On The Phone

6. Set expectations for initial consult

Let clients know exactly what will and will not happen, and what is expected of them. Include things such as:

- You'll need a quiet place to sit and talk
- You'll want the whole family there and focused (if you do)
- You may bring treats to offer to their dog
- Anything you do or do not want them to do when you arrive
- What exactly you will accomplish
- What you won't be doing



At The Initial Consult
The Steps Of An Initial Consult

1. Take control and set the tone
2. Establish expectations
3. Interview to assess the situation and goals
4. Share assessment and prognosis
5. Explain and offer your services
6. Schedule appointment, go over the training contract verbally
7. Set expectations for first training sessions
8. Go over management plan, introduce a training exercise if appropriate



At The Initial Consult

The Steps Of An Initial Consult

1. Take control and set the tone

- Get out of the foyer

"Shall we sit at the kitchen table and get started?" or "Shall we sit down in a quiet space and get started?"



At The Initial Consult

The Steps Of An Initial Consult

2. Establish expectations

- Tell them you're happy they called and are looking forward to helping them. Explain what will happen during the consult (and what won't):
- Asking multiple questions to understand the behavior as well as their goals
- Sharing an assessment—how much change may be possible
- Sharing treatment options
- Providing management solutions and first steps



At The Initial Consult

The Steps Of An Initial Consult

3. Interview to assess the situation and goals

- Interrupt side stories or topics gently to keep interview on track.

"Yes, Fido does sound like quite a character! So tell me, how long does he continue barking when you leave?"



At The Initial Consult

The Steps Of An Initial Consult

4. Share assessment and prognosis

- Explain what is happening and why
- Give them a sense of what training can or cannot accomplish
- Remember to offer empathy.

"I'm so glad we're meeting today. It sounds like this situation has been terribly frustrating (upsetting, unsettling, irritating...). The good news is that, given what you've shared with me today, this is something that can be effectively addressed. Let me first walk you through why this is happening, then we'll talk about what training outcomes might look like."



At The Initial Consult

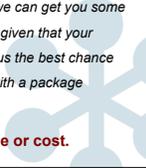
The Steps Of An Initial Consult

5. Explain and offer your services

- A broad strokes explanation of how training can address this issue
- Your recommendation
- Your offer

"Again, I'm really glad you contacted a trainer, as I think we can get you some solid relief and change. Given what's been going on, and given that your goals are XYZ, I'm going to recommend 4 weeks to give us the best chance of reaching your goals. A 4 week program will cost \$---, with a package savings of \$---. Here's what it would look like..."

Don't pause to get their reaction to the timeframe or cost.



At The Initial Consult

The Steps Of An Initial Consult

6. Schedule appointment, go over training contract verbally

Ask if they would like to go ahead and schedule their first training session and take care of payment and contract paperwork

"I have some space in my schedule at the end of next week and I would be happy to work with you. Would you like to get started?"



At The Initial Consult

The Steps Of An Initial Consult

7. Set expectations for first training sessions

Set expectations of and for them, including:

- Anything you want them to do or not do between now and then
- Anything you want them to do or not do when you arrive
- Anything you will do when you arrive that you want to prepare them for in broad strokes, what will happen during the session



At The Initial Consult

The Steps Of An Initial Consult

8. Develop and review the management plan

Install a management plan regardless of whether the client agrees to training

Introduce simple training exercise if appropriate



At The Initial Consult

The Steps Of An Initial Consult

1. Take control and set the tone
2. Establish expectations
3. Interview to assess the situation and goals
4. Share assessment and prognosis
5. Explain and offer your services
6. Schedule appointment, go over the training contract verbally
7. Set expectations for first training sessions
8. Go over management plan, introduce a training exercise if appropriate



Managing Inquiries

Don't Be Afraid To Lose The Client

You don't have to pick up the phone every time it rings
 You don't have to return emails all day long – and shouldn't

Use your outgoing phone message and email auto reply

- Tell people exactly when they will hear from you
- Reset daily
- Turn off your phone and email and get your work done



Managing Inquiries

Responding To Email Inquiries

Attempt to match tone
 Answer all questions
 Integrate marketing message, benefits
 Don't overwhelm with details
 Suggest an opportunity to talk by phone

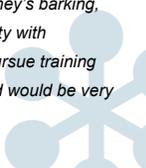


Managing Inquiries

Following Up

Send a friendly, non-pushy email 5-7 days after first contact and/or the initial consult

"I very much enjoyed talking with you about Barney's barking, and am so sorry it's caused you so much difficulty with neighbors. Please know should you decide to pursue training now or at any time in the future that I'm here and would be very happy to help."



What Is Making The Sale About?

Getting to the right people

- Targeted marketing
- The right rates

Converting inquiries into sales

- No barriers
- Deliberate, practiced sales approach
- Fight the fear

Increase your sales success by understanding and taking control of the factors that influence sales





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