

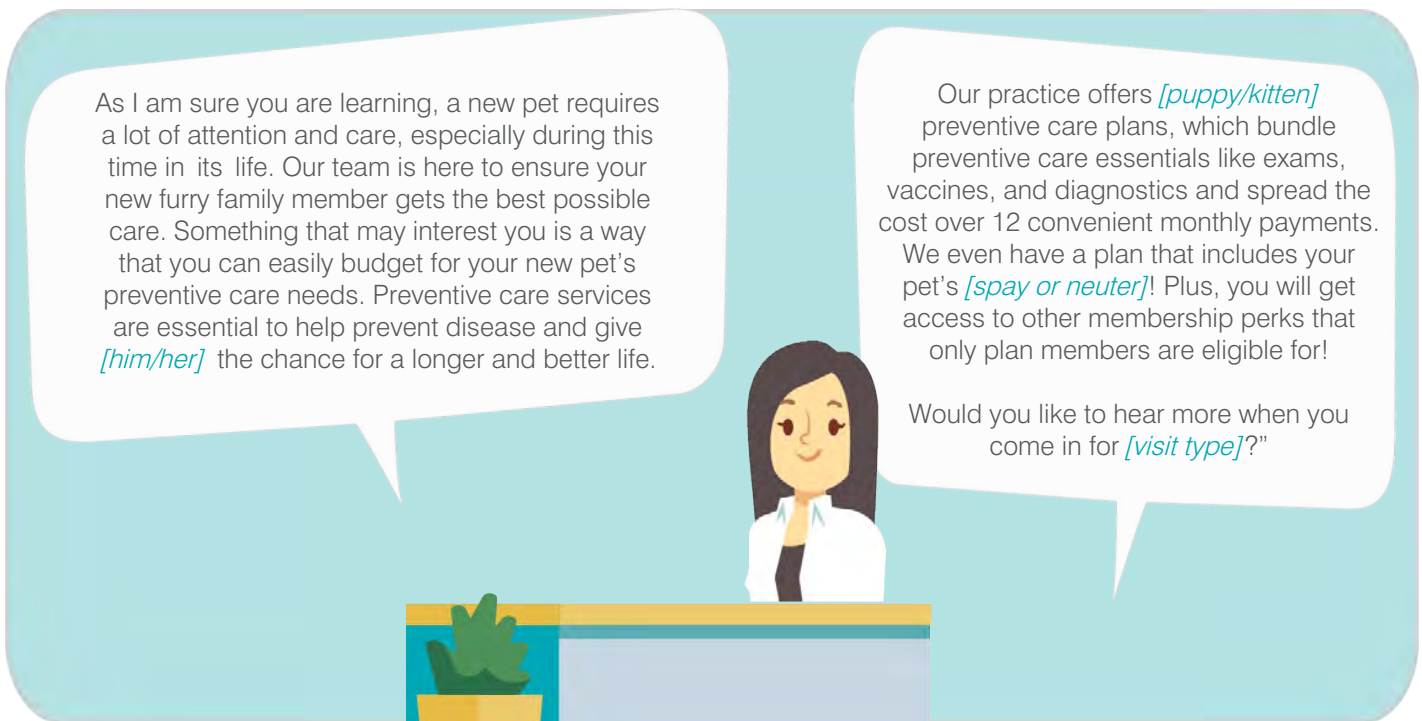
Scripts

Scripts for enrolling new puppies and kittens

Use this script for conversations with puppy and kitten owners about your practice's preventive care plans.

Who? Reception staff

When? A pet owner calls in to schedule a new puppy or kitten appointment, or to price shop.



If they say...



Great! I will let the team know. We look forward to seeing you and [pet's name] on [date and time of appointment]!



Okay, we look forward to seeing you and [pet's name] on [date and time of appointment]. And please let us know if you would like to revisit our preventive care plans in the future. You can enroll anytime.

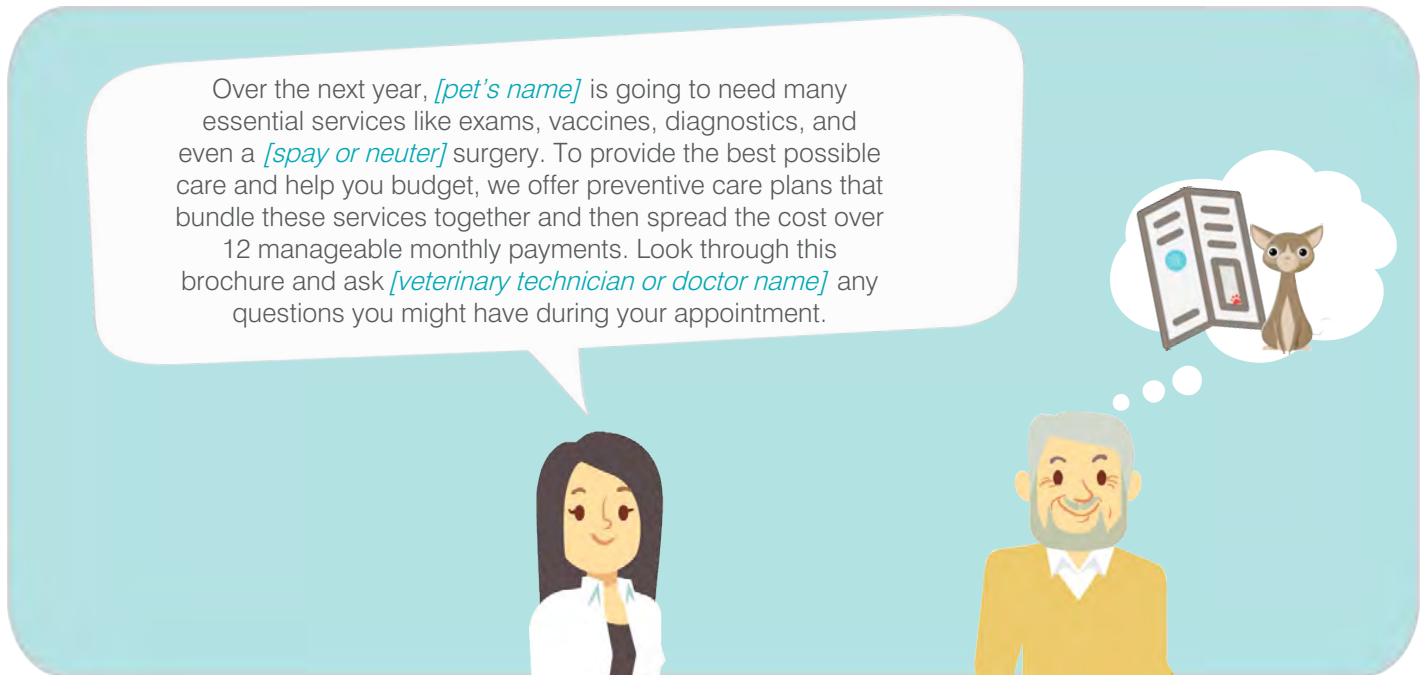
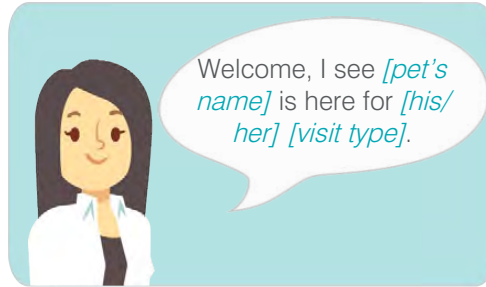


Make a note in the appointment such as "*Petly Plans interested*" or "*Not interested in Petly Plans*" so the rest of your team knows that the conversation has taken place.

Scripts for enrolling new puppies and kittens

Who? Reception staff

When? A new puppy or kitten owner checks in for their appointment.

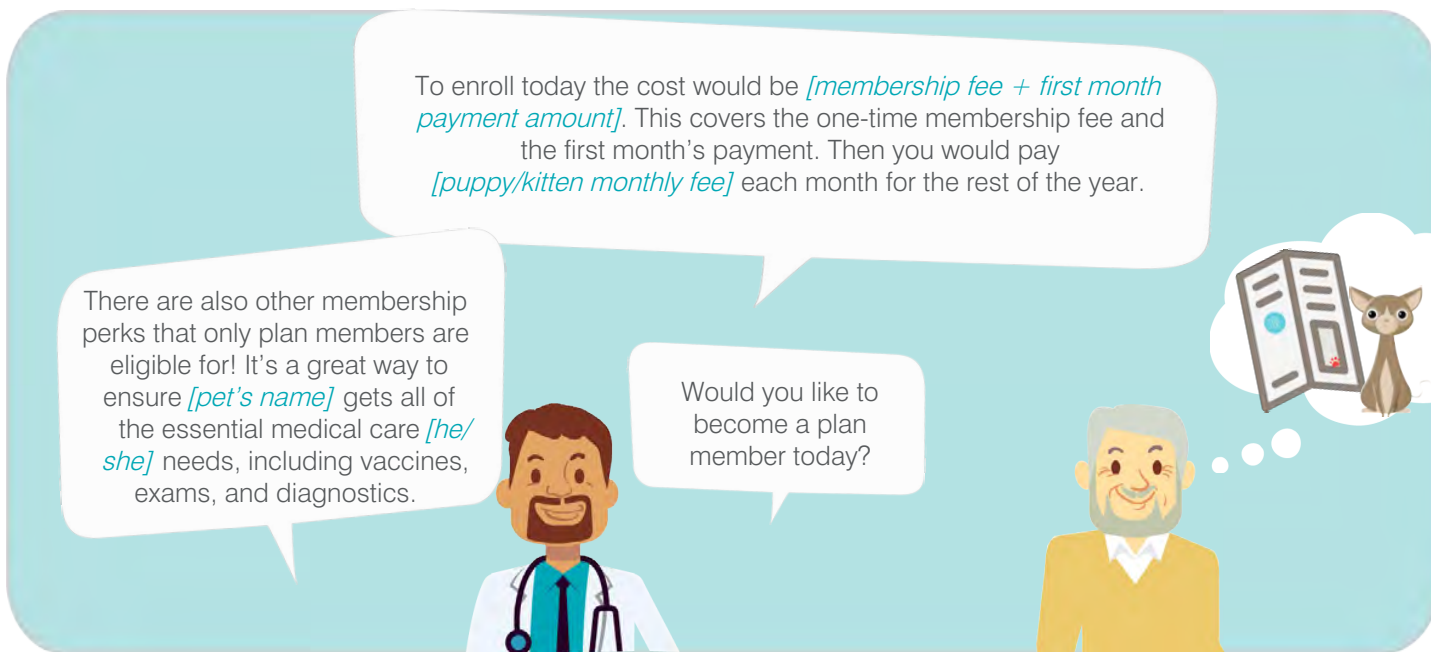
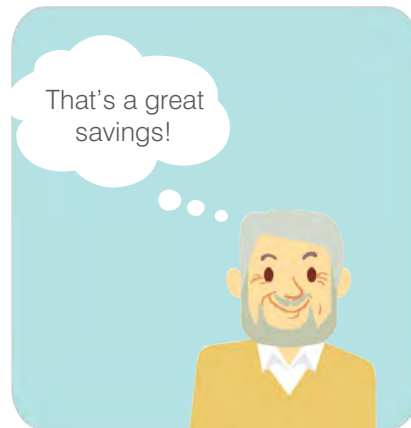
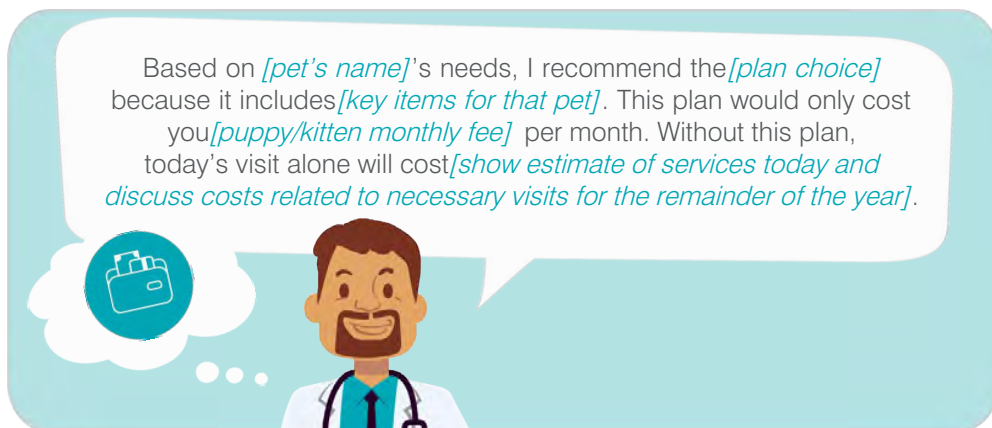
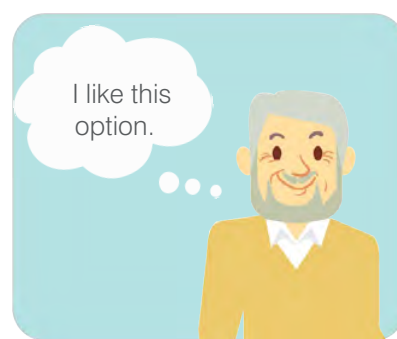


Your notes...

Scripts for enrolling new puppies and kittens

Who? Medical team

When? During the appointment/
in the exam room



If they say...



Great! Let's enroll [pet's name] in a plan today.

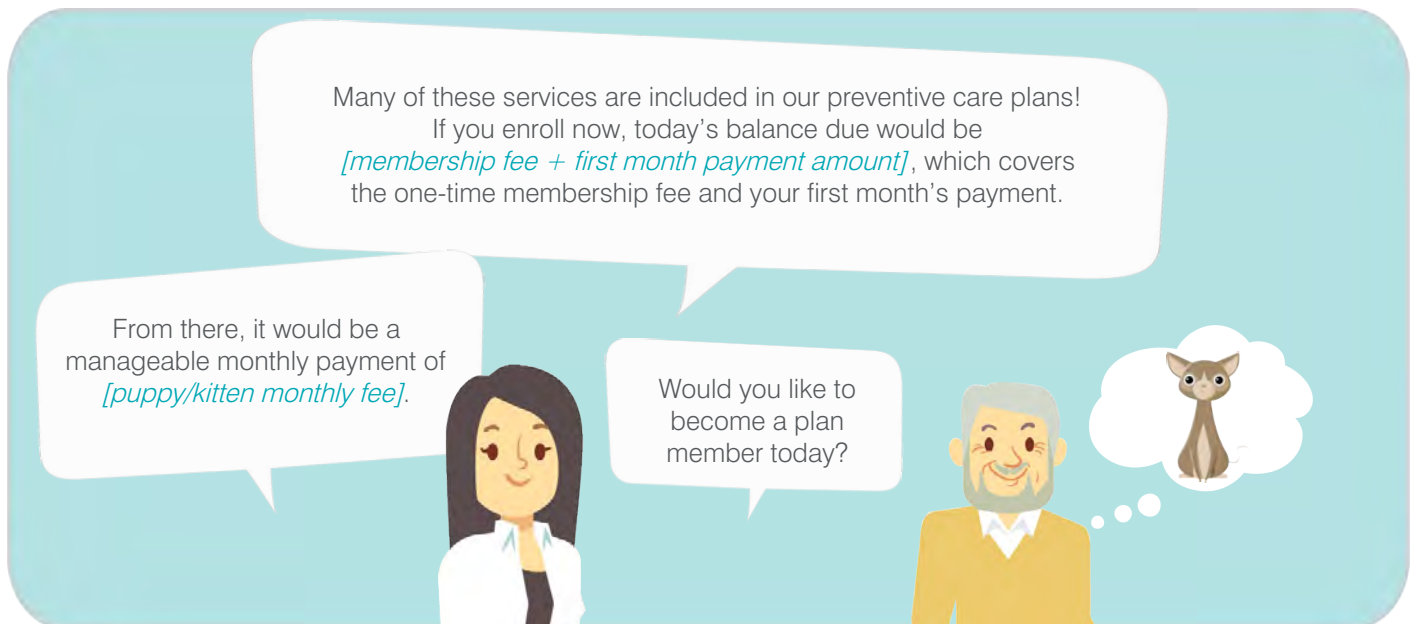


We will be seeing you a few times this year, so please let us know if you decide to enroll [him/her] during a future visit. You can enroll anytime. It's important to remember that the program only covers future services and can't cover past visits.

Scripts for enrolling new puppies and kittens

Who? Reception staff

When? A new puppy or kitten owner checks out after their appointment but hasn't decided if they would like to enroll.



If they say...

YES!

Great! Let's enroll *[pet's name]* in a plan today.

NO!

Okay, you can enroll anytime. It's important to remember that the program only covers future services and can't cover past visits.



Your notes...