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

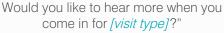
When? A pet owner calls in to schedule a new puppy or kitten appointment, or to price shop.





As I am sure you are learning, a new pet requires a lot of attention and care, especially during this time in its life. Our team is here to ensure your new furry family member gets the best possible care. Something that may interest you is a way that you can easily budget for your new pet's preventive care needs. Preventive care services are essential to help prevent disease and give [him/her] the chance for a longer and better life.







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.



Welcome, I see *[pet's name]* is here for *[his/her]* [visit type].



Over the next year, *[pet's name]* is going to need many essential services like exams, vaccines, diagnostics, and even a *[spay or neuter]* surgery. To provide the best possible care and help you budget, we offer preventive care plans that bundle these services together and then spread the cost over 12 manageable monthly payments. Look through this brochure and ask *[veterinary technician or doctor name]* any questions you might have during your appointment.









Your notes...



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Who? Medical team

When? During the appointment/ in the exam room





Based on [pet's name]'s needs, I recommend the [plan choice] because it includes [key items for that pet]. This plan would only cost you [puppy/kitten monthly fee] per month. Without this plan, today's visit alone will cost [show estimate of services today and discuss costs related to necessary visits for the remainder of the year].





To enroll today the cost would be [membership fee + first month payment amount]. This covers the one-time membership fee and the first month's payment. Then you would pay [puppy/kitten monthly fee] each month for the rest of the year.

There are also other membership perks that only plan members are eligible for! It's a great way to ensure [pet's name] gets all of the essential medical care [he/she] needs, including vaccines, exams, and diagnostics.



Would you like to become a plan member today?



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.



Many of these services are included in our preventive care plans! If you enroll now, today's balance due would be [membership fee + first month payment amount], which covers the one-time membership fee and your first month's payment.

From there, it would be a manageable monthly payment of [puppy/kitten monthly fee].



Would you like to become a plan member today?





If they say...



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



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...

