Scripts

Scripts for enrolling adult dogs and cats

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

Who? Reception staff

When? A pet owner calls in to schedule their pet's wellness appointment and/or vaccinesž





During this visit would be the ideal time to perform annual lab work to ensure all your pet's results are normal. Annual screenings are a great way to detect changes early before they become serious. Our practice offers preventive care plans, which bundle essential services like annual exams, vaccines, and lab work testing.

Not only do these plans allow you to provide your pet with the best possible care, they also spread the cost over 12 manageable monthly payments. Plus; you get access to other membership perks that only plan members are eligible for! Would you like to hear more when you come in for [visit type]?





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 adult dogs and cats

Who? Reception staff

When? A pet owner checks in for their pet's wellness appointment.





Each year, *[pet's name]* is going to need services like exams, vaccines, and diagnostics to keep them healthy. As a way to provide the best possible care for *[pet's name]*, and help you manage the cost of these services, we offer something called preventive care plans. These plans allow us to bundle the essential services together and then spread the cost over 12 manageable monthly payments.

Take a look through this brochure and ask *[tech or doctor name]* any questions you might have during your appointment.











Your notes...



Scripts for enrolling adult dogs and cats

Who? Medical team

When? During the appointment/ in the exam room





Based on *[pet's name]*'s needs, I am recommending the *[plan choice]*, because it includes *[key items for that pet]*. This plan would cost you *[monthly fee]* per month. Without this plan, today's visit will cost *[show estimate of today's services]*.



That's a great savings!

Would you like to become a plan member today?

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 only need to pay [monthly fee] each month for the rest of the year. There are also other membership perks that only plan members are eligible for!









If they say...



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



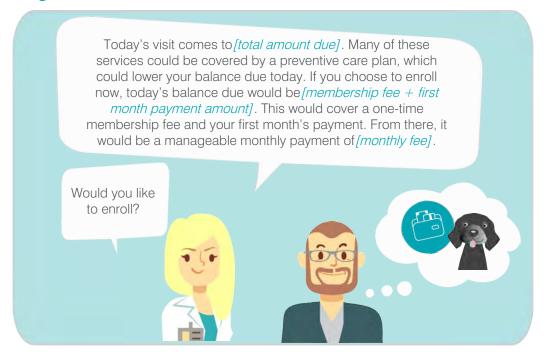
Okay, you can enroll anytime. It's important to remember that the program only covers future services and can't cover past visits.



Scripts for enrolling adult dogs and cats

Who? Reception staff

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



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...

