**Petly Plans Staff Scripts**

**Reception staff when pet owner calls in for checkup or price check:**

“Have you heard of our new preventive care plans? They’re a monthly payment plan that helps manage your pet’s healthcare needs by spreading your payments out over the course of a year. Plans are customized to you and [pet’s name] and cover exam fees, vaccinations, blood screens and other services. They also include some great membership perks. We’ll talk to you more about a plan that would be good for [insert pet’s name] when you’re here for your appointment, but do you have any questions in the meantime?

<<<If no>>>

Great! Feel free to look at our website for more information or give us a call back before your appointment. See you soon!”

**Reception staff when pet owner checks in for checkup:**

“I see [pet’s name] is here for [his/her] regular checkup. That’s great! But it looks like [he/she] isn’t enrolled yet in our new preventive care program – Petly Plans. If you enroll today, this whole visit could be included and you could get great perks, like unlimited nail trims, for free. Would you like to learn more?

<<<If yes>>>

Great! Take a look through our brochure and ask [insert tech or doctor name] any questions you might have during your appointment. Then I’ll touch base with you about it again when you check out. Have a great appointment!”

**Reception staff when pet owner checks out:**

“Today’s visit comes to [insert total amount due], but if you want to enroll [insert pet’s name] in a Petly Plan today, we will only be looking at the initial membership fee of [insert membership fee] and the first month’s payment of [insert first month payment amount]. Then, we’ll automatically draft your account each month. Like I mentioned before, your monthly payment also includes some great membership perks like free nail trims, $10 copay for scheduled office visits and discounts on other services that are not listed on your plan. May I sign you up today?”

**Medical team in appointment:**

“Petly Plans are a great way for you to spread out the cost of the healthcare services that can help [insert pet’s name] live the longest, happiest life possible. I would recommend the [insert plan choice] for [insert pet name] because it includes [insert key items for that pet]. Would you like to sign up today?”