

Not sure what to say? Here's help!

This sample phone script shows the kinds of professional, accurate answers you can develop for team members to use in all their conversations with clients.

Scenario No. 1: Vaccinations for adult dogs

Client calls about vaccines for an adult dog:

Client: How much will vaccines cost?

Receptionist: Have you ever been to our practice before?

Client: No.

Receptionist: What is your name?

Client: Julie Smith.

Receptionist: Hi, Ms. Smith, what's your dog's name?

Client: Mandy.

Receptionist: OK, Ms. Smith, I'd like to tell you what we recommend for Mandy. She needs a complete physical exam; a distemper, parvovirus, and coronavirus combination vaccination; and a bordetella and rabies vaccination. We also recommend annual heartworm and fecal parasite tests. The total cost for Mandy's full annual visit would be \$_____.

Client: I think my dog is fine. She won't need an exam.

Receptionist: We believe that an annual physical exam is just as important as the vaccines. This may be the only time during an entire year that we examine Mandy, and we often detect diseases during the exam that aren't apparent at home. In fact, we recommend a physical exam twice a year for all normal pets. Because pets age seven years for every one a person ages, a physical exam every six months for a pet is like a human having an exam every three and a half years. Pets can't talk and are on a faster path toward illness than humans. Many pets mask their illness from us so only an experienced veterinarian can perform a proper exam to determine the pet's state of wellness.

Client: Why does Mandy need a heartworm test?

Scenario No. 2: Heartworms:

Receptionist: Ms. Smith, is Mandy currently on heartworm preventive?

Client: No.

Receptionist: Do you know how dogs contract heartworms? Through mosquitoes. The mosquito carries the immature heartworms in its saliva and when it bites Mandy to

feed on her blood, the microscopic heartworms get into her bloodstream. In time, the parasites migrate to Mandy's heart.

You may not see signs for quite some time but Mandy could start to show symptoms like coughing, labored breathing, exercise intolerance, and hacking. Ultimately the infection results in congestive heart failure. The doctors recommend that we test Mandy and if she is negative, then we can put her on a monthly maintenance medication that will protect her against heartworms for the rest of her life. Heartworms are treatable; however, the treatment can be very toxic to your dog and expensive. It is much more cost effective to test your dog annually for heartworms and keep her on preventive monthly than to treat the infection. So, would you like for us to test Mandy today and get her on the preventive if she's negative?

Scenario No. 3: More heartworms:

Receptionist: Ms. Smith is Mandy currently on heartworm preventive?

Client: Yes.

Receptionist: Also, we have seen research that shows only 55 percent of pet owners are complying with giving the monthly heartworm preventive. Since we have more than 4,000 dog patients, it's good medicine for all of our patients to receive an annual heartworm test. So would you like for us to schedule Mandy for an annual heartworm test?

Client: Why does Mandy need a parasite test?

Receptionist:

- Intestinal parasites are very common in pet animals.
- They are so common that we are recommending a strategic deworming program for all puppies and kittens.
- The traditional method for parasite control is to perform fecal tests to identify parasites that may be present then deworm based on those findings.

Client: I thought heartworm preventive protected my dog from intestinal worms?

Receptionist: Heartworm preventive does protect against some worms, but not all of them. So it's very important that we perform an annual test. Would you like to schedule an annual test for Mandy?