



## CUSTOMER DIALOG

ZG is a mobile pet spa. We provide a luxurious grooming experience with our professional groomers. Our value is in our exceptional customer service. We do our best to accommodate our customers' needs when scheduling appointments and grooming their fur-babies. If a new customer is satisfied with their first experience, they will become a lifelong, repeat customer. They will also tell their friends. Word of mouth can make or break you!

### **Typical questions asked when inquiring on the service are as follows:**

**Things to remember:** This is a luxury service. It is not in everybody's price range. That is ok. You aren't overpriced, you are just outside of their budget. You are not here to compete with the PetSmart's of the world, we service a different customer. You can't get your prices low enough to compete with them and your groomers would not stay long. When talking about the service, use language that conveys this is a luxury service. Pet Spa sounds more elevated than grooming company. Refer to the grooming as services. Our bath service includes xyz instead of the bath package.

**How does this thing work?** We have a van about the size of an amazon van. It is a fully stocked salon with its own power and water sources. We don't need to hook up to your house at all! We set up your appointment here and just come to your house to groom on the day of your appointment!

**Do you groom "this breed"?** Usually, they are asking about breeds like pitbulls and chows. This is a decision that you need to make with your groomer. Some groomers do not like to groom certain breeds and it's important to respect those boundaries. If the answer is no, say "Unfortunately we don't have a groomer that is able to service your pittie now. Would it be ok if I saved your number, and I can reach out when we have a groomer that is able to service your pup?" That way you seem like you are still open to accommodating them. If the answer is yes, you could say, "We don't have any breed or weight restrictions! Would you like for me to price a groom for you?"

**What does a groom include?** All of our grooms include an ear cleaning, a teeth cleaning, a nail trim, a bath, and a blowout.

**My dog was kicked out of PetSmart for biting the groomer. Can you groom him?**

Thank you so much for letting us know! We can groom your pup, but we might need to muzzle him if he shows signs that he is thinking about biting. Is that ok with you? If they owner provides a muzzle or tells you their dog needs one, make sure your groomer knows to use it!

**That is way too expensive! Why are your prices double what I usually pay? I**

understand! Mobile has a much higher overhead than salons, so we aren't able to meet the same price point. We do what is referred to as a straight through groom. That means the same person is working with your pup from start to finish. We don't have other dogs present while we are grooming your pup and we don't use kennels to dry your pup. Most salons have a bather that bathes the dogs when they are brought in. Then the dog is put in a kennel to air dry. The groomer doesn't touch them until they are dry, then they get the dog and do haircut after haircut until all of the dogs are done.

**Script**

**Pet Grooming Representative:** Zoomin Groomin, This is (name)?

**Customer:** Hi, my name is Sharon Smith, I would like some information on your dog grooming services.

**PGR:** Sure! Can you tell me a little about your pup?

**Customer:** Yes, I have a 12-year-old Standard Poodle named Jack. He's black and I have had him since he was 4 months old.

**PGR:** Aww! How much does Jack weigh?

**Customer:** He is 46.4 lbs

**PGR:** Ok! We can get Jack groomed for \$144. That price includes an ear cleaning, a teeth cleaning, a nail trim, a bath, a blowout, and a full body haircut with hand scissoring.

**Customer:** That works. Can you come at 9 am tomorrow?

**PGR:** We don't have anything available tomorrow. My next available is Tuesday, May 6 at 3 pm. Would that work for you? I can also put you on our cancellation list if you would like.

**Customer:** That works! Could you please call me if there are any cancellations? Jack is just such a mess.

**PGR:** I will be sure to call you first! Can I get a little bit of information to complete your booking? (This is where you go through the list of info needed in Bookeo. If you forget their name, ask them how do you spell your first and last name? That way they don't know you forgot. Then ask each line. Be sure to get the phone number and email address and read it back to them. The groomer needs the number to contact them, and the email will send them their confirmation and terms of service) At the end of the call, let them know that they will receive a confirmation email within the hour and please let you know if they don't get it. Before you hang up tell them "Thank you so much for reaching out! How did you hear about us?" That gives you an idea about what marketing is effective.

-When the customer gives you info about their dog, record everything they say under health and grooming. If they mention matting, let them know that you are happy to groom their pup. If the matting comes off easily, there is no charge, but if it is tight to the skin, the groomer will have to spend extra time removing it and there might be a charge. It is usually around \$15 or \$30 depending on the severity. The groomer will assess at the time of the groom. People get when you don't tell them upfront. Also make sure you give them extra time when the person tells you the dog is matted. It would be a good idea to hand out the matted pets information sheet to customers that get a matted pet charge.

-If the customer asks for a service, you aren't sure is within your groomers skillset, tell them "I need to ask my groomer what their experience with this is. Can I call you back?"

- If the groomer asks for something that the groomer is not terribly experienced with or if there is a circumstance that could affect the quality of the groom, tell them up front. For example, "can you shave my cat without bathing them? They hate water" We can do that for you, but I want to make sure that I'm transparent about how that can affect the groom. Bathing prepares the hair for the haircut, so we are happy to skip the bath for your little one, but it can cause the haircut to not be as even as it would be if we did bathe her. Is that ok?

- Make sure you always say nice things about their dog. Don't expect them to understand your sense of humor. Even if you feel like y'all are vibing. They don't want somebody providing them a service to make jokes about their pet.