

## Get Quality Clients

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Who needs quality clients? We all do. It's a fact that your top 30% clients give you around 70% of your business. These clients require less time on average to deal with and give you a higher compliance rate. In addition, quality clients are more likely to refer to you more quality clients. So wouldn't it be great if 50% of your clients were quality clients?

Why is it crucial to your success to have many more quality clients?

Consider this: the average pet lives 13-15 years. The average client has 1.5 pets. Average clients visit your practice 1.5 times a year for cats and 2.2 times a year for dogs. Average clients stay with one practice between 5-8 years. The compliance rate among average clients is 25%.

Compare this with quality clients. Quality clients visit your practice 3-4 times a year. Their compliance rate can be as high as 60-80%. They require and support better service so their average transaction is higher. They stay with you longer than average clients and as a result, their pets live longer. Having more quality clients can be the difference between doing well when the economy is well, and doing extraordinarily, living a good life to living at the peak of your potential, in good and bad times. In other words, having many more quality clients will make you more of a master of your destiny.

By following the guidelines in this article and by completing the exercises, you will be able to get many more quality clients.

Begin by asking yourself the following questions:

- “Who is a quality client in my practice and how many such clients do I currently have?”
- “Am I losing quality clients and if I do, why?”
- “How can I show them they are important to me?”

There are five main reasons too many practices do not have many more quality clients:

1. They do not reach out to them.
2. They do not project the proper image.
3. They do not keep all the quality clients they already have.
4. They do not offer their quality clients the service they want.
5. They do not market their practice to them.

Now it's your turn. Please answer the following questions with as much detail as you can:

1. How often do you see your quality clients? How do you reach out to them? There has got to be a better way to reach out to your quality clients. Their pets have more needs than their owners know of. If you educate your top clients, you will have more client visits.
2. Have you been a client in your practice lately? You should. It will tell you volumes of the experience your clients are having in your practice. Also interview a few top clients to find out what they like about you. Then let all your clients know how great you are. This may turn quite a few average clients into top clients.
3. What is your attrition rate? What turns your quality clients off and how can you prevent it? What is the attrition rate among your best staff members and how can you prevent this? You know, it takes quality staff to attract and keep high quality clients.
4. Quality clients prefer better service. What else can you offer your clients that will make them become your loyal fans? What new

services can you introduce to your practice which can answer your quality clients' needs?

5. If you are really good but your clients don't know it, how is this helping you? How then can you let your top clients know how much you appreciate them? Do you have a consistent, systematic way to recognize your top clients for who they are? Doing so will turn many into raving fans.
6. How can your quality clients give you more quality clients?

With the information gathered from this exercise you are now ready to develop an action plan for addressing these areas. However, not all actions are alike. Some actions should be light (easy to do) and some heavy duty (more difficult, requiring a change in habits).

Examples of light actions:

Ask quality clients for referrals and reward them in an innovative way when they do, develop a system to get to know your quality clients better.

Examples of moderate actions:

Become a good listener to your clients and to your staff, deliver value not just service, develop a reputation of being the best, and provide quality service your clients don't even expect.

Example of a heavy duty action:

Getting your staff to commit to your vision.

Light actions are easy but alone they cannot give you many more quality clients. Moderate and heavy actions are great, but it's not easy to have an action plan replete with just such action. So create a plan that includes a balanced variety of actions between light (easy), moderate and heavy (difficult) and don't forget to celebrate your achievements. Actually, this should be an important item in your action plan — celebrating your success! How can you reward yourselves for your efforts and your progress?

After you've developed your detailed action plan you can consider the following shortcuts to getting many more quality clients:

1. **Stand out of the crowd**- Being a compassionate and knowledgeable veterinarian and having a welcoming practice is important but it's not enough to get you all that many more quality clients. How can you develop a reputation for being the best in at least one area of your practice? How else can you be unique? How about standing out by the experience clients have in your practice?
2. **Use stronger words**- The words you use in the exam room always have an impact on how clients see you. If you can find out what works; what words make clients connect with you better and if you systematize them so that everyone uses them, you will have many more quality clients.
3. **Be a better listener**- What goes through your mind when you are in the exam room talking with your clients? Are you thinking about what you are going to say, or are you thinking of your diagnosis and treatment plans? Actually, you should not think of anything while your clients are talking. Instead, simply listen. If you listen carefully, you will hear what really matters to your clients. Then you can give them what they need and you will thus turn them into better clients.
4. **Referrals**- When was the last time you asked your best clients for referrals? Unlike the common belief, good clients are actually happy to refer their friends and family to you. Doing so validates their pride of ownership in having the opportunity to work with you. However, even your top clients don't always think of referring; they are too busy with life and may even think you don't need new clients. Yes, you can wait for someone to occasionally refer, but this will not give you many more quality clients by design. Instead, if you build a way to ask your top clients for referrals when they seem to be happy with the service, you will generate many more referrals. If every team member does this when the opportunity arises, you can imagine what a boost it would be to your client base and to your top clients in particular.

Your job as a progressive practice that wants to provide its members a more fulfilling and profitable career is to always think of ways to improve the quality of your clients: by elevating the experience your existing clients have in your practice and by attracting new and better clients. With the help of a detailed plan and by taking small steps every day, getting as many quality clients as you want will be a cinch.