

# Build a Better Grooming Business Toolbox of Techniques

Tips to increase your Grooming Services Sales/Profit

GROOMING IS AN EMOTIONAL EVENT.  
GROOMING CUSTOMERS RESPOND  
FAVORABLY TO PERSONAL  
ATTENTION. MAKE YOUR  
INTERACTIONS RELATIONAL.

Make your customer interactions relational!

The MOST IMPORTANT technique is to put your number one salesperson at the grooming check in desk at all times. Have the second-best person assigned when this person is unavailable. This person cannot be allowed to be distracted by other tasks if at all possible. Any distractions could cause another person to be compelled to check in and that person may not have the level of sales ability as your key person, thus missing opportunities to maximize the visit. Many of these items can be done during down times throughout the day by this person or by other Customer Service staff to best utilize their time on the clock. This does not have to be a groomer, but yet someone who understands grooming techniques and processes so they can 'translate' what the pet owner wants as instructions for the grooming professionals.

-Resist the need to have a stylist involved with the entire check in process. Their skills are very helpful for specific grooming instructions, but sales and other processes should be left up to the grooming salesperson.

-Call all clients who have not made a grooming appointment in the last six weeks. Create and begin using a 'Grooming Non-Return' report by mining the data in your software or files. If the customer books an appointment due to your call, offer a special discount. Some clients just need to be reminded!



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It's all about the pet first....then the pet parent!

-Ask Stylists and Groom Techs for a list of pets they have not groomed recently. Make phone calls to those owners and let them know the staff was asking about their pet and missed seeing them in the store. Suggest the client book an appointment soon.

-Speak with each client who is dropping off their pet for other services such as Daycare or Training. Suggest they schedule a bath or grooming appointment while their pet is enjoying the day. Consider offering Daycare clients a special rate if their pet receives a bath that same day. If they are not interested that specific day, ask what day later in the week would be better for them. You can even simply suggest Friday "spruce up" baths so the pet is in great shape each weekend!

-Ask every boarding customer about a last day bath or groom offer as they check in. Consider offering customers a savings toward the last day's boarding charges and they can have their pet go home smelling fresh and clean after their vacation.

-Do you have clients who buy their supplies from you or other services from you but go elsewhere for grooming? Let's grab that grooming business! Offer these customers a special discount so they will try your services. Assign a Grooming Ambassador to walk the aisles of your store, or great customers of other services and offer them an invitation to try your grooming services... even if it's just a nail trim at first!

-Give owners report cards and feedback on their pet's day with you. READ all report cards and make sure they have plenty of personal "flair" to them. Simple check marks and generic comments are not seen as very friendly. If they know their pet enjoys your services, they'll be back!



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Be a partner in the well-being and care of pets!

- Send grooming reminder postcards and emails to pets who have not visited for 6 weeks or more. Each connection should contain a special offer to entice them to come back soon. Postcards can be sent via 'snail' mail, but the preferred way is to send via email!
- Call all first-time customers to ensure they are delighted with your facilities and grooming services and welcome them back when they are ready.
- Provide** an incredible "Grand Finale" with every pet going home from their day with you. The moment when the pet and owner are reunited should be a pleasant and memorable experience. Make it special!
- Make grooming an event. Celebrate special days, whether they be holidays on the calendar or special days for the pet and owner. Acknowledge a pet's birthday, a client's anniversary, graduation, or other special days with festive bandanas or bows.
- Celebrate all first-time clients and thank them for selecting you for their pet care needs. This is a start of a great, long term relationship!
- Require grooming staff to participate in community and special events throughout the year. Qualified grooming staff can be your best spokespeople for the great atmosphere you have!
- Visit** Veterinarians in your area and introduce them to your grooming services. Consider offering and make the staff aware of some great discounts you offer to Veterinary personnel.
- PREBOOK!!!** There is nothing as great (and easy!) as having that guaranteed appointment. Consider creating a coupon for rebooked appointments. Remind every client at pick up about your coupon offer and how it can save them money on their next visit. Maybe consider a supplies discount during the same day as the pet is getting groomed.



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Take Control of Your Grooming Business!

- Pre-price all grooming tickets BEFORE the tickets are given to the grooming staff. This ensures proper pricing and posting.
- Quality and safety are EVERYTHING. All grooming pets should be checked by an authorized quality control person to ensure proper cleanliness, coat condition, nail length, etc. Each worksheet must reflect that this quality control check has been performed. Any improvements necessary on a grooming pet must be made and the pet re-checked upon completion.
- Attract new clients by asking our current clients to refer us to their friends and family! One way to do this is to use a Referral Reward Program such as a postcard that offers each party a discount on their next visit! And encourage their referral on Social Media.
- GET EMAIL ADDRESSES!! "Free Mail" is a much more affordable and fast way to communicate with our clients.
- ASK EVERY QUESTION... EVERY TIME! The best salespeople are not necessarily great at sales, they are great at asking every question, every time! It is OK to be told "No". Pick two or three extra services that are desirable and affordable to many/most pet owners and be sure to recommend these to all customers at every visit.
- Just because they decline one or more times, doesn't mean they always will. Asking every question, every time, WILL increase sales because pet parents like to know what they can choose for their pets to enjoy while they are with us. Many will choose something you offer. Not asking every question, every time, nearly eliminates the chance to offer a client to make a choice.



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