



*Finally! For The Veterinary Practice Who Knows it is Good Business to Care About Their Clients Feelings...*

**The Loss of a Pet is Painful For Your Clients...**

**...The Loss of Clients is Painful For YOUR Practice!**

# How to Show You Care When Your Clients Need It Most

Sometimes when a pet is gone, our clients need us the most...



*From The Desk of Michael O'Donoghue  
Director of Pets and People*

Dear Friend,

Pets are an important part of the modern day family. Now more than ever before, pets are becoming like children in the family unit. There are many reasons for this including, people who can't have children filling the void in their lives with a pet.

The reason behind it is irrelevant... all that matters is the emotional attachment to the animal.

When a human uses an animal as a surrogate child they become more emotionally attached. Just like the parent of a sick child... they will be highly stressed and critical of everything going on around them. You don't want the last time they deal with you to be a bad experience.

Please understand... I am not trying to tell you how to run your business.

People will only remember the last thing they experienced. Even if you and your team were wonderful, courteous and professional to deal with... it only takes one small negative detail and everything else is forgotten.

The problem is... your reputation is on the line every time you deal with a client. In business, there is a famous saying,

*"...treat your customer well and they will tell a few people... treat them badly and they will tell everyone!"*

Now more than ever this is extremely important because of Social Media. Businesses are being "torn apart" online and most don't even know it.

If you know the true value of your business reputation and want to keep your clients happy, even in their saddest times... then this will be the most important white paper you will read... perhaps ever.

*Here's why...*

*My name is Michael O'Donoghue* and I am passionate about helping busy Vets, like yourself, find the delicate balance between showing they still care about their clients and being a profitable business. Our world is constantly changing. Whether we like it or not... everything we do is under the watchful eye of the public. The way our practice looks or feels, the treatments we deliver and even how we treat the pet owner after the death of their pet.

### **The Most Challenging Animal To Deal With In Your Vet Business... Are Humans**

Many Veterinary Clinics will send a sympathy card thinking they are doing the right thing... yet little do they know the card has not been well received and has offended the client. In days gone by, they would have told their friends about being offended... now days they tell the world!

Unfortunately, gone are the days of "It's the thought that counts". People today want more.

It is NOT your fault or theirs... it is just the way society is. The standard of expected customer care is higher than ever before.

But how do you know what will offend people and what won't.

*I make it easy for you. I've researched the top reasons why pet sympathy cards offend people and I found some of them quite surprising. Here they are...*



# The 3 Biggest Reasons Clients Will Be Offended By A Sympathy Card ...

## 1 REASON #1: Receiving a Computer Generated Card

*This one is critically important! People like to feel valued as an individual. Computer generated cards with generic, non-personalised messages make the recipient feel disrespected.*

Most people think the writing done on a printer looks neater than a handwritten message. This may be true, however it also looks impersonal and non-genuine. Your client has trusted you with the care of their much-loved pet, so they feel a personal connection with you.

The kind and thoughtful act of sending a card will be undone by a card which looks clinical and impersonal. You don't want this disappointment to be the lasting impression of your Veterinary Surgery. In this case it might have been better not to send a card at all.

**Remedy:** Handwriting a card will take a few minutes and give the impression that you care about the client in their time of need.

## 2 REASON #2: A "One Size Fits All" Card

*Pet owners are a devoted bunch! Cat owners love cats... dog owners love dogs!*

Recipients do not like receiving a pet sympathy card with the wrong animal on it. It makes sense... if their pet was a cat, naturally a card with a picture of a cat will be received much better. But beware... there is a fine line here!

Card recipients have reported their disappointment in receiving the exact same card when their other pets had died. They reported it seemed as though it was all automated and no thought had been involved at all.

Some Vet Clinics will send out a card they have had designed for their business and the real danger here is with the card looking too much like a piece of marketing material.

The sympathy card is all about the pet owner... not you.

**Remedy:** Have a selection of tastefully designed cards of appropriate animals to send to the client.

## 3 REASON #3: The Vet Didn't Sign The Card

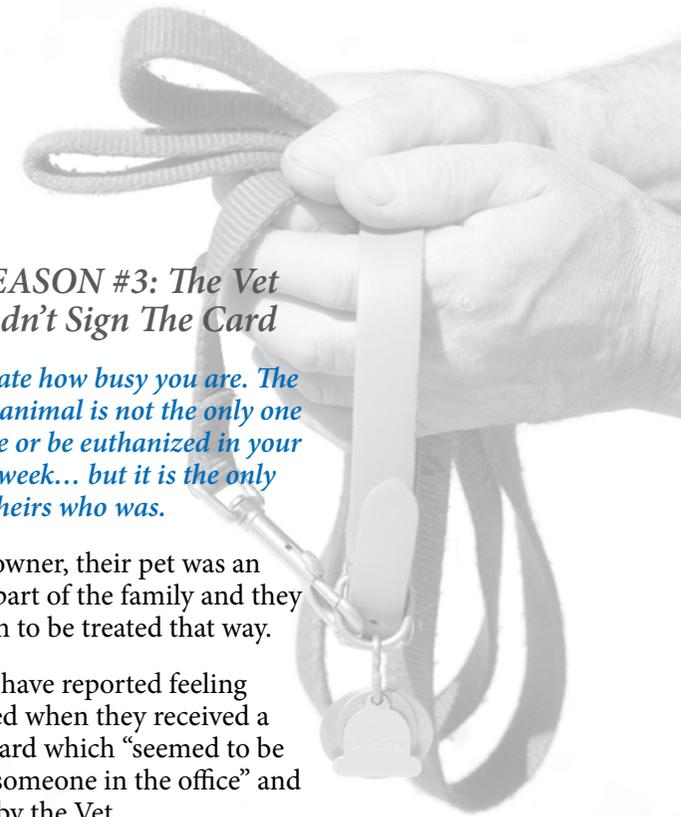
*We appreciate how busy you are. The pet owners animal is not the only one who will die or be euthanized in your surgery all week... but it is the only animal of theirs who was.*

To the pet owner, their pet was an important part of the family and they expect them to be treated that way.

Pet owners have reported feeling disappointed when they received a sympathy card which "seemed to be written by someone in the office" and not signed by the Vet.

As petty as this may sound... it is a real concern to the client. Again, the card comes across as being non genuine and mass produced. It means more to the recipient when it is signed appropriately.

**Remedy:** It would be an unwise use of your time as a Vet to be writing condolence cards. A way to get around this issue is to have office staff, if you have them, write the card and then you sign it.



## Getting It Wrong Will Cost You Business

Some of the reasons sound quite petty and small. Because of that, it would be too easy to dismiss them and think people are just being too sensitive.

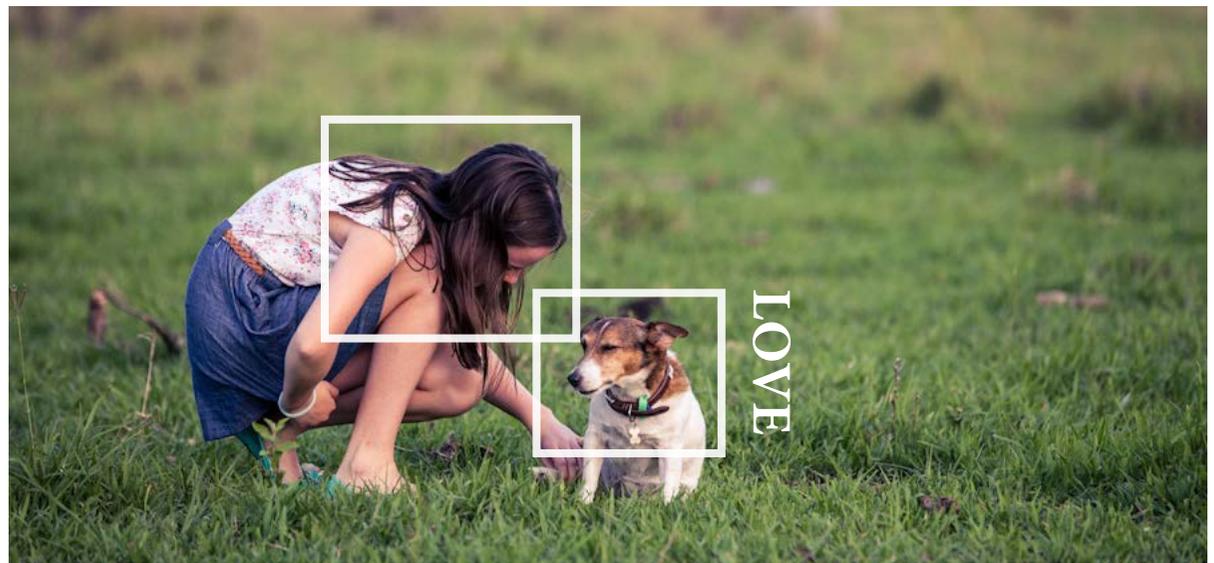
Vets I have spoken to about this issue become concerned about spending money on a client they may never see again... this is the wrong attitude to have. Pet owners are what make a Veterinary Business successful... not the animals. What some vets fail to realise is, even though the pet has died they will usually own a pet again in the future when they are finished grieving. This is important to know and should help you to see why getting this right is vital to the longevity of your practice.

## The Answer Is Simple

Having a range of tastefully designed cards is essential to your business. You need cards to connect with the client, reflect your feelings towards the client and keep your Veterinary practice in the mind of the client.

People and Pets have designed a range of pet loss cards. The photos are tasteful and well-liked by recipients.

On the back of the card are the details of Pet Loss Counsellors, just in case the pet owner needs some extra support with their grief. The details of the counsellors are small, unobtrusive and do not look like an advertisement. This way, they can seek assistance, as they need it without feeling ashamed or thinking they are weak.



## Cards From The Heart... To The Heart

You are great at what you do and as you know... it takes a special kind of person to be a Vet. The last thing you want is for your clients to think you don't care about them or their pets.

**The People and Pets Pet Loss Cards are a perfect way for you to be there for you clients when they need you most.**

**Simply call 0437 334 450 or email me at [mikeod4968@gmail.com](mailto:mikeod4968@gmail.com)** and I will send you a sample of the cards. That way you can see for yourself how they will fit into your business.

Whether you call or not is your choice. But whatever you do, don't risk your reputation by offending your clients with a sympathy card. You and your clients deserve more.

Giving them a sympathy card with the numbers of approved, qualified and highly experienced pet loss counsellors could be the best gift they ever receive.

Warm Regards,

*Michael O'Donoghue*

*Director of People and Pets*

*P.S Sending a sympathy card shows you care about your client... sending a People and Pets Pet Loss Card shows you care about your client, your reputation and your business! Call 0437 33 44 50 or email me at [mikeod4968@gmail.com](mailto:mikeod4968@gmail.com) to receive your complimentary sample of cards.*

*P.P.S The loss of a pet is a traumatic experience and most people don't know there are counsellors available to them through their grief. Although the client will need help... they won't ask because they are afraid of looking "silly" or "weak" because it was just a pet.*